

AUGUST 29, 1953

# MOTION PICTURE HERALD

*O'Donnell Tells Producers  
Not to Sell 3-D Short in  
Plea for Flow of Product*

**MGM OFFERS HELP TO  
DISTRESSED THEATRES**

**REVIEWS** (In Product Digest): THE BEGGAR'S OPERA, MISTER SCOUTMASTER, 99 RIVER STREET, CHINA  
VENTURE, SAGINAW TRAIL, MR. DENNING DRIVES NORTH, EYES OF THE JUNGLE

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## THE FIRST TWO BIG ONES TRADE-SHOWN IN 94 CITIES!

Strike up the band! There's excitement on every Film Row. Never has any company had for consecutive release such a group of important attractions, and we're arranging Previews in 94 cities so that *YOU* can SEE FOR YOURSELF! And wait till you hear the details of "The Lucky Seven" Showmanship Contests for every exhibitor attending the trade shows. Ask for the Contest Booklet. And watch for announcements of the nationwide trade shows of other BIG ONES!

# "SEE FOR YOUR- SELF" IS OFF TO A FLYING START!

M-G-M presents in Color by Technicolor "MOGAMBO" starring Clark Gable • Ava Gardner with Grace Kelly • Screen Play by John Lee Mahin • Based Upon a Play by Wilson Collison Directed by John Ford • Produced by Sam Zimbalist.

— ★ —

M-G-M presents in Color by Ansco "TAKE THE HIGH GROUND!" • starring Richard Widmark • Karl Malden • Carleton Carpenter • Russ Tamblyn • and Elaine Stewart • Story and Screen Play by Millard Kaufman Directed by Richard Brooks Produced by Dore Schary

CITY, STATE	THEATRE, ADDRESS	HOOR	"MOGAMBO"	"TAKE THE HIGH GROUND!"
ABERDEEN, S. DAK.	Capitol, 415 S. Main St.	9:30 A.M.	* 9/30	* 9/30
ALBANY, N. Y.	Palace, 19 Clinton St.	10:00 A.M.	9/14	9/15
ALEXANDRIA, LA.	Don, 710 Bolton Ave.	10:30 A.M.	9/16	9/17
ALTOONA, PA.	State, 11th Ave. & 16th St.	10:30 A.M.	9/18	9/19
ATLANTA, GA.	Loew's Grand, 137 Peachtree St., N. E.	8:30 P. M.	9/14	9/15
AUGUSTA, ME.	Colonial, 137 Water St.	10:30 A.M.	9/21	9/22
BALTIMORE, MD.	Northwood, 1572 Ravenwood	10:30 A.M.	9/15	9/16
BEAUMONT, TEX.	Jefferson, 345 Fannin St.	9:30 A.M.	9/16	** Special
BIRMINGHAM, ALA.	Alabama, 1811 Third Ave., N.	9:00 A.M.	9/17	9/18
BISMARCK, N. DAK.	Dakota, 401 Fourth St.	9:30 A.M.	* 9/24	* 9/24
BOSTON, MASS.	Loew's State, 205 Massachusetts Ave.	10:00 A.M.	9/14	9/15
BUFFALO, N. Y.	Shea's Buffalo, 646 Main	10:00 A.M.	9/14	9/15
CAPE GIRARDEAU, MO.	Esquire, 824 Broadway	10:30 A.M.	9/15	9/16
CEDAR RAPIDS, IOWA	Paramount, 123 Third Ave. S. E.	10:00 A.M.	9/16	9/17
CHARLESTON, S. C.	Gloria, 329 King St.	10:00 A.M.	9/17	9/18
CHARLESTON, W. VA.	Capitol, 123 Summer St.	10:00 A.M.	9/22	9/23
CHARLOTTE, N. C.	Carolina, 226 N. Tyron St.	10:00 A.M.	9/14	9/15
CHICAGO, ILL.	B & K Uptown, 4814 Broadway	10:30 A.M.	9/14	9/15
CINCINNATI, OHIO	Albee, 13 E. 5th St.	10:00 A.M.	9/14	9/15
CLEVELAND, OHIO	Loew's State, 1515 Euclid Ave.	11:30 P. M.	9/14	9/15
COLUMBUS, OHIO	Loew's Ohio, 43 E. State St.	9:00 A.M.	9/15	9/16
DALLAS, TEX.	Palace, 1625 Elm St.	9:30 A.M.	9/14	9/8
DAYTON, OHIO	Loew's, 125 N. Main St.	9:00 A.M.	9/17	9/18
DENVER, COLO.	Orpheum, 1537 Walton St.	10:00 A.M.	9/14	9/15
DES MOINES, IOWA	Des Moines, 517 Grand Ave.	10:00 A.M.	9/14	9/15
DETROIT, MICH.	Michigan, 134 Bagley Ave.	10:00 A.M.	9/14	9/15
DULUTH, MINN.	Granada, 109 E. Superior	9:30 A.M.	* 9/17	* 9/17
EAU CLAIRE, WISC.	Hollywood, 412 S. Barstow	9:30 A.M.	* 9/16	* 9/16
EVANSVILLE, IND.	Loew's Victory, 600 Main	8:30 P. M.	9/22	9/23
FARGO, N. DAK.	Fargo, 312 Broadway	9:30 A.M.	* 9/23	* 9/23
FT. WAYNE, IND.	Paramount, 121 E. Wayne	10:00 A.M.	9/17	9/18
GRAND RAPIDS, MICH.	Majestic, 34 Division Ave., N.	10:00 A.M.	9/16	9/17
GREEN BAY, WISC.	Bay, 117 S. Washington	10:00 A.M.	9/16	9/17
GREENVILLE, S. C.	Fox, 229 N. Main St.	10:00 A.M.	9/21	9/22
HOUSTON, TEX.	Loew's, 1022 Main St.	9:30 A.M.	9/17	** Special
INDIANAPOLIS, IND.	Loew's, 35 N. Pennsylvania	8:30 P. M.	9/14	9/15
IRON MOUNTAIN, MICH.	Braumart, East Bay St.	10:30 A.M.	9/21	9/22
JACKSON, MISS.	Lamar, 127 N. Lamar St.	9:00 A.M.	9/22	9/23
JACKSONVILLE, FLA.	Florida, Forsyth St.	10:00 A.M.	9/15	9/16
KANSAS CITY, MO.	Loew's Midland, 1228 Main St.	10:00 A.M.	9/14	9/15
KNOXVILLE, TENN.	Tennessee, Gay & Church Sts.	9:00 A.M.	9/29	9/30
LAFAYETTE, LA.	Nona, 908 Simcoe St.	10:30 A.M.	9/15	9/16
LEBANON, N. H.	Opera House, 51 N. Park	10:30 A.M.	9/23	9/24
LITTLE ROCK, ARK.	Center, 407 Main St.	9:30 A.M.	9/16	9/17
LEXINGTON, KY.	Ben Ali, Main St.	10:00 A.M.	9/24	9/25
LOS ANGELES, CAL.	Fox Wilshire, 8440 Wilshire	10:00 A.M.	9/14	9/15
LOUISVILLE, KY.	West End, 34th & Broadway	2:30 P. M.	9/24	9/25
LUBBOCK, TEX.	Lindsey, 1019 Main St.	9:30 A.M.	9/21	** Special
MADISON, WISC.	Madison, 113 Minona	10:30 A.M.	9/23	9/24
MEMPHIS, TENN.	Loew's Palace, 81 Union Ave.	10:00 A.M.	9/14	9/15
MIAMI, FLA.	Paramount, Flagler St.	9:00 A.M.	9/16	9/17
MILWAUKEE, WISC.	Riverside, 116 W. Wisc. Ave.	10:00 A.M.	9/14	9/15
MINNEAPOLIS, MINN.	Radio City, 36 S. Ninth St.	10:00 A.M.	9/14	9/15
MOBILE, ALA.	Brookley, Michigan Ave.	10:30 A.M.	9/24	9/25
MONROE, LA.	Jim, 412 Desiard St.	9:30 A.M.	9/17	9/18
MONTGOMERY, ALA.	Paramount, Montgomery & Moulton	9:00 A.M.	9/22	9/23
MT. VERNON, ILL.	Stadium	10:30 A.M.	9/17	9/18
NEW HAVEN, CONN.	Loew's Poli, 23 Church St.	10:00 A.M.	9/14	9/15
NEW ORLEANS, LA.	Loew's State, 1108 Canal St.	10:00 A.M.	9/14	9/15
NEW YORK CITY, N. Y.	Loew's Lexington, Lexington & 51st.	2:15 P. M.	9/14	9/15
NORFOLK, VA.	Memrose, Colley & Raleigh Sts.	10:30 A.M.	9/24	9/25
OKLAHOMA CITY, OKLA.	Will Rogers, 4322 Northwestern	10:00 A.M.	9/14	9/15
OMAHA, NEBR.	Orpheum, 16th & Harney Sts.	10:00 A.M.	9/14	9/15
PEORIA, ILL.	Madison, 502 Main St.	10:00 A.M.	9/16	9/17
PHILADELPHIA, PA.	Arcadia, 16th & Chestnut	10:00 A.M.	9/14	9/15
PITTSBURGH, PA.	Loew's Penn, 6th & Penn	11:30 P. M.	9/14	9/15
PLATTSBURG, N. Y.	Strand, 25 Brinkerhoff St.	10:00 A.M.	9/23	9/24
PORTLAND, ORE.	Laurelhurst, 28th & Burnside	2:00 P. M.	9/14	9/15
PROVIDENCE, R. I.	Loew's State, 220 Weybosset St.	9:00 A.M.	9/15	9/16
RALEIGH, N. C.	Village	10:00 A.M.	9/24	9/25
RICHMOND, VA.	Byrd, 2908 W. Cary St.	10:30 A.M.	9/22	9/23
SAGINAW, MICH.	Temple, 205 N. Washington	10:00 A.M.	9/15	9/16
ST. LOUIS, MO.	Loew's State, 715 Washington Ave.	8:30 P. M.	9/14	* 8/28
SALISBURY, MD.	Boulevard	10:30 A.M.	9/16	9/17
SALT LAKE CITY, UTAH	Villa, 3092 Highland Drive	2:00 P. M.	9/14	9/15
SAN ANTONIO, TEX.	Majestic, Houston St.	9:30 A.M.	9/18	** Special
SAN FRANCISCO, CAL.	Loew's Warfield, 982 Market St.	8:30 P. M.	9/14	9/15
SEATTLE, WASH.	Music Hall, 7th & Olive Way	10:00 A.M.	9/16	9/17
SHREVEPORT, LA.	Don, 516 Crockett St.	9:30 A.M.	9/21	9/22
SIOUX CITY, IOWA	Capitol, 4th & Nebraska	10:00 A.M.	9/16	9/17
SIOUX FALLS, S. DAK.	Hollywood, 212 N. Phillips Ave.	9:30 A.M.	* 9/29	* 9/29
SPRINGFIELD, MASS.	Loew's Poli, 194 Worthington	9:00 A.M.	9/16	9/17
SPRINGFIELD, MO.	Gillies, 325 St. Louis St.	9:30 A.M.	9/24	9/25
STEBENVILLE, OHIO	Paramount, 132 N. 5th St.	11:00 A.M.	9/17	9/18
TAMPA, FLA.	Palace, Tampa & Zack Sts.	9:00 A.M.	9/18	9/21
TOLEDO, OHIO	Loew's Valentine, 439 St. Clair	10:00 A.M.	9/15	9/16
TOPEKA, KAN.	Jayhawk, 107 W. 7th St.	9:15 A.M.	9/21	9/22
TULSA, OKLA.	Orpheum, 12 E. 4th St.	10:00 A.M.	9/15	9/16
UTICA, N. Y.	Uptown, 2014 Genesee St.	10:00 A.M.	9/16	9/17
WASHINGTON, D. C.	Loew's Palace, 1306 F St., N. W.	(8:30 P. M.)	9/14	(10 A. M.—9/15)
WATERTOWN, N. Y.	Olympic, 234 State St.	10:00 A.M.	9/15	9/16
WHEELING, W. VA.	Capitol, Main St.	10:30 A.M.	9/16	9/17
WICHITA, KAN.	Miller, 115 N. Broadway	9:15 A.M.	9/16	9/17
WILKES-BARRE, PA.	Orpheum, 139 S. Main	10:00 A.M.	9/16	9/17

\* Both pictures trade shown same date.

\*\* Special: Texas saturation bookings mid-September serve as Trade Shows.

★ St. Louis territory only "Take The High Ground!" will be shown August 28 • 4:15 P. M.





**LOOK--  
but  
don't  
touch!**

**FLAMINGO** — the bayou swamp-cat in skin-tight blue jeans — she was his back-door queen!

**The Chisellers,  
the cheap Tin Horns,  
the Two-Time Ladies,  
and the Two-Bit  
Crooks...they all  
made the Little Guy  
a Big, Big Wheel—and  
then he started  
grinding them  
down!**



**CASTLEBERRY** — a spotless record — except for the blood on his hands!



**JEB BROWN** — his heart was too big — it made an easy target!



**GUY POLLI** — a rat who squirmed through every loophole in the law!



#### TRADE SHOW SEPT. 3

##### ALBANY

Warner Screening Room  
110 N. Pearl St. • 12:30 P.M.

##### ATLANTA

20th Century-Fox Screening Room  
197 Walton St. N.W. • 2:00 P.M.

##### BOSTON

RKO Screening Room  
122 Arlington St. • 2:30 P.M.

##### BUFFALO

20th Century-Fox Screening Room  
290 Franklin St. • 8:00 P.M.

##### CHARLOTTE

20th Century-Fox Screening Room  
308 S. Church St. • 2:00 P.M.

##### CHICAGO

Warner Screening Room  
1307 So. Wabash Ave. • 1:30 P.M.

##### CINCINNATI

RKO Palace Th. Screening Room  
Palace Th. Bldg. E. 6th • 8:00 P.M.

##### CLEVELAND

Warner Screening Room  
2300 Payne Ave. • 8:30 P.M.

##### DALLAS

20th Century-Fox Screening Room  
1803 Wood St. • 10:00 A.M.

##### DENVER

Paramount Screening Room  
2100 Stout St. • 2:00 P.M.

##### DES MOINES

Paramount Screening Room  
1125 High St. • 12:45 P.M.

##### DETROIT

Film Exchange Building  
2310 Cass Ave. • 2:00 P.M.

##### INDIANAPOLIS

20th Century-Fox Screening Room  
326 No. Illinois St. • 1:00 P.M.

##### JACKSONVILLE

Florida Theatre Bldg. Sc. Rm.  
128 E. Forsyth St. • 2:00 P.M.

##### KANSAS CITY

20th Century-Fox Screening Room  
1720 Wyandotte St. • 1:30 P.M.

##### LOS ANGELES

Warner Screening Room  
2025 S. Vermont Ave. • 2:00 P.M.

MEAN  
20th Ce  
151 Va  
MAIL W  
Warner  
212 W





WARNER BROS. PRESENT

# JAMES CAGNEY

*...in a roaring role of fury... from the best-seller that roared with excitement!*

## "A LION IS IN THE STREETS!"

COLOR BY

**TECHNICOLOR**

CO-STARRING

**BARBARA HALE · ANNE FRANCIS**

WITH WARNER ANDERSON · JOHN MCINTIRE · JEANNE CAGNEY · LON CHANEY  
FRANK McHUGH · LARRY KEATING · ONSLOW STEVENS · JAMES MILLICAN

SCREEN PLAY BY LUTHER DAVIS Music by Franz Waxman PROD. BY WILLIAM CAGNEY

DIRECTED BY RAUL WALSH · DISTRIBUTED BY WARNER BROS.



**SAM BEACH** — he was all brass — right down to his brass knuckles!



THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS

MEMPHIS  
20th Century-Fox Screening Room  
151 Vance Ave. · 12:15 P.M.

MILWAUKEE  
Warner Theatre Screening Room  
212 W. Wisconsin Ave. · 2:00 P.M.

MINNEAPOLIS  
Warner Screening Room  
1000 Currie Ave. · 2:00 P.M.

NEW HAVEN  
Warner Theatre Projection Room  
70 College St. · 2:00 P.M.

NEW ORLEANS  
20th Century-Fox Screening Room  
200 S. Liberty St. · 8:00 P.M.

NEW YORK  
Home Office  
321 W. 44th St. · 2:15 P.M.

OKLAHOMA  
20th Century-Fox Screening Room  
10 North Lee St. · 1:30 P.M.

OMAHA  
20th Century-Fox Screening Room  
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA  
Warner Screening Room  
230 No. 13th St. · 2:00 P.M.

PITTSBURGH  
20th Century-Fox Screening Room  
1715 Blvd. of Allies · 1:30 P.M.

PORTLAND  
Ster. Sc. Rm.  
925 N. W. 19th Ave. · 2:00 P.M.

SALT LAKE  
20th Century-Fox Screening Room  
316 East 1st South · 1:00 P.M.

SAN FRANCISCO  
Republic Screening Room  
721 Golden Gate Ave. · 1:30 P.M.

SEATTLE  
Modern Theatre  
2400 Third Ave. · 10:30 A.M.

ST. LOUIS  
Sreco Screening Room  
3143 Olive St. · 1:00 P.M.

WASHINGTON  
Warner Theatre Building  
13th & E. Sts. N.W. · 7:30 P.M.

"Any record we can break,  
he can break better!"  
P.S. He's doing it in **MR. SCOUTMASTER!**



# MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

MARTIN QUIGLEY, JR., Editor

Vol. 192, No. 9

August 29, 1953



## The Case for 3-D

A QUARTER of a century ago it was accepted within the motion picture industry as factual that 3-D pictures were simply "gimmick novelties" and "the public won't wear glasses". Despite what has happened in the nine months since "Bwana Devil" opened in Los Angeles, many continue to believe the old dicta rather than attempt to develop the full potentialities of the 3-D medium.

How long the public will consent to wearing polarizing viewers is a matter of speculation. Obviously it depends largely on the entertainment offered. That the public has worn viewers and is wearing them—100,000,000 strong—is fact, not speculation.

The industry is not so rich that it can afford to lose interest in any potential asset before mining it to the full. There seems to be a danger that this is what may happen in connection with 3-D. No one denies that the 3-D features presented thus far have been rush jobs, imperfectly made and, alas, in a significant number of theatres, imperfectly projected. Yet, taken as a whole the fifteen 3-D features now in release have grossed at least two or three times what a similar group (in point of cast, story and production values) would be expected to earn if in 2-D.

Last week a strong voice of exhibition, that of Robert J. O'Donnell of Interstate Circuit, Texas, was raised against those who would lightly dismiss 3-D. Speaking at a meeting of the Motion Picture Industry Council, Mr. O'Donnell said: "I am surprised to find here in Hollywood a great and growing apathy and indecision about pictures in 3-D. Our experience shows that we are still in a very healthy market for 3-D films—so much so that right now I'm trying to persuade one of our biggest studios to release one of its best musicals in 3-D, because I think it will be great for them and great for the exhibitor. Our experience shows that an audience can enjoy an enormously satisfying evening at the movies in 3-D."

In answer to an objection that "3-D grosses had fallen off terrifically", Mr. O'Donnell said that while some 3-D grosses had slacked off they still remained far higher than ordinary grosses. He also expressed the opinion that where 3-D did not seem to be a success "the fault might lie in not creating enough showmanship excitement." Mr. O'Donnell made it clear that he did not suggest that 3-D alone would insure the future of the industry but "everybody would benefit if a good supply of 3-D films were provided as part of the regular production schedules."

Mr. O'Donnell has done a service not only to his circuit, and to the several thousand exhibitors—large and small—now equipped for 3-D but also to the whole industry in urging that quality 3-D films be released regu-

larly. This stand is taken, as Mr. O'Donnell noted, without any disparagement of other new techniques. (Interstate is also enthusiastic about stereophonic sound, wide screens and CinemaScope).

The fifteen 3-D features now in release and approximately the same number completed and awaiting release include only a small number of major production efforts. Up to now more effort and expense has been put into 3-D equipment including polarizing viewers than has gone into released pictures.

The industry may have an uneasy conscience and a lighter purse in the months and years ahead if it turns away from 3-D without testing it fully. This requires quality productions of all types presented and exploited in the best ways possible.

■ ■ ■

## Broadcasters & Fee TV

WALTER READE, JR., president of the Reade Circuit and of the Atlantic Video Corporation which will operate an ultra high frequency television station in Eatontown, New Jersey, has recognized the dangers of subscriber fee television to broadcasters and to exhibitors. Last week he issued a statement criticizing the action of four UHF broadcasters that have appealed to the Federal Communications Commission for fee TV. Until the action of those stations, broadcasters had taken no position in favor of the subscription television advocated by Phonevision and several other organizations.

Fee TV was characterized by Mr. Reade as "an untried and improbable box office TV gimmick." He asserted the broadcasters which felt that subscription television was a necessity had "little faith" in their franchise and little ability to attract audiences against all competitive television stations.

Should the FCC approve fee TV it will require many adjustments in the broadcasting field. So far as theatres are concerned, it could well be a mortal blow to thousands because it would clear the way for the sale of recent and new Hollywood features to television. Fee TV continues to be a more serious threat to theatres than color television.

■ ■ ■

Q One healthy development of the wave of interest in 3-D and various wide screen processes has been the fact that exhibitors are taking a sharp look at their theatres. By the time theatre operators have taken the measurements requested in various surveys they will know much more than ever about the physical characteristics of their showplaces. This intensive probing of the theatre itself is being carried on all over the world.

—Martin Quigley, Jr.



# Letters to the Herald

## "SCREEN TECHNIQUES" EXCITES COMMENT

ADVANCE copies of "New Screen Techniques," an illustrated volume on 3-D and wide screen methods to be published by Quigley Publishing Company September 10, have been circulated in the industry. Comments from executives in all branches of the trade included these:

I found "New Screen Techniques" extremely interesting and think you have done a wonderful job in this connection.

**LEONARD H. GOLDENSON,**  
President, American Broadcasting-  
Paramount Theatres, Inc.

Congratulations on a great job!

"New Screen Techniques" is a most lucid and highly definitive work which makes a most valuable contribution to the written history of our industry.

I am certain it will be of tremendous interest and assistance to everyone concerned with the producing, exhibiting and publicizing of motion pictures.

**CHARLES EINFELD,**  
20th Century-Fox Film  
Corporation.

"New Screen Techniques" is very interesting.

**MILTON R. RACKMIL,**  
Universal Pictures Company, Inc.

I know that it contains a wealth of information which will prove most helpful to all exhibitors in this period of transition.

**RUSSELL V. DOWNING,** President,  
Radio City Music Hall Corporation.

I know that reading "New Screen Techniques" will serve to clarify a lot of the vagueness which exists in my mind along these lines. I also feel it is a tremendous service to the industry.

**JEROME PICKMAN,**  
Paramount Pictures.

I am sure it will prove most useful and measure up in all ways to the high standards you always have maintained.

**DARRYL F. ZANUCK,**  
20th Century-Fox Film  
Corporation.

It is certainly most timely and should have great public interest as well as for the people within our own industry.

**MORT BLUMENSTOCK,**  
Warner Bros. Pictures, Inc.

I congratulate you on the thoroughness with which you dealt with your subject, and I am sure it will be a must for all who want to keep pace with the rapid changes that are taking place within our industry.

**A. E. DAFF,**  
Universal Pictures.

Your new book came along just in time. I was beginning to get lost in the labyrinth. It is a splendid job and a fine service.

Congratulations to you and all.

**KENNETH CLARK,**  
Motion Picture Association  
of America.

Congratulations on a very thorough and competent job.

**JOHN C. FLINN,**  
Allied Artists.

I am sure it will be a worthwhile volume and that all of us here in the office will gain much useful and valuable information from it.

**MORTON G. THALHIMER, JR.,**  
Richmond, Virginia.

I think this book will rightfully take its place among all the important literature that has been done on behalf of our industry.

**MAURICE BERGMAN,**  
Universal Pictures.

We have received the copy of "New Screen Techniques" and like it so much that we should appreciate your sending us two more copies and billing us for same.

**CHARLES W. CARPENTER,**  
Technicolor Corporation.

I am very pleased with the "New Screen Techniques," a copy of which I have just received from you.

**RALPH WALKER,**  
Voorhees, Walker, Foley & Smith.

It's an important book—important as an idea, and done with fine purpose and good results.

I'm proud to have been a part of it.

**LYNN FARNOL,** Publicist.

Permit me to congratulate you on both the timeliness and the scope of the book.

**LEONARD SPINRAD**

I find "New Screen Techniques" very interesting and helpful since we are converting to CinemaScope.

**ANSELMO RENDUELES,**  
Key West, Florida.

## MOTION PICTURE HERALD

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TERRY RAMSAYE Says—A column of comment on matters cinematic Page 16

TEXAS COMPO organization may get new lease on life Page 16

READE attacks subscription TV as serious competitive threat Page 18

HUSTON sees a profitable future in films produced in 3-D Page 19

ALLIED ARTISTS plans 15 high budget pictures on schedule Page 19

IFE lists important product in progress report to the trade Page 19

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Release Chart by Company Page 1973

**R**KO Radio Pictures is operating at a profit at present and conditions indicate that this happy circumstance will continue, William H. Clark, treasurer of the company, testified in an affidavit filed with the New York State Supreme Court in New York this week. The affidavit was filed in connection with a stockholders' suit seeking the appointment of a receiver for the company. Roy M. McDonald, counsel for the company, told the court at the hearing Tuesday that the company was "entirely solvent." A company motion for an adjournment of hearings on the suit to September 14 was granted. Plaintiff stockholders are Louis Schiff of New York and Jacob Sacks of Boston.

► New product to be released during the autumn and winter will get nation-wide publicity in the Fifth Annual Motion Picture issue of the "Sunday News Coloroto Magazine" section of the New York "Daily News." The special issue will be given over entirely to stories about and stills from the new pictures. Last year's Fourth Annual issue carried more than 60 movie stills, 43 of them in full color, and Kate Cameron's two page preview of the motion picture season. Circulation of the "Sunday News" is approximately 3,700,000.

► Last Sunday evening the Screen Producers Guild made its first annual presentation of Inter-Collegiate Awards "for the best motion pictures conceived and created in the colleges and universities of the United States," and screened the three winning films, at the Academy Awards theatre to an invited audience comprised of industry leaders, organization executives, guild and union representatives and members of the press. The first-place winner, the University of Southern California's "Let Me See," was awarded a Gold Medallion, presented by Jesse L. Lasky, and to Herbert Skokle, student-director of the film and regarded as having contributed most to the success of the production, went a week's personal-participation in the production councils of five major studios. Second place went

## On the Horizon

to "Art and Seeing," from the University of Minnesota, and the third place entry was "Treasure In a Garbage Can," from the University of California at Los Angeles. Honorable mentions went to McMurray College of Abilene, Texas, to Harvard, and to the University of Miami. The SPG Inter-Collegiate Award, a short year in existence, is notably long-range in a field of activity seldom credited with looking beyond today. The SPG aim is, in simplest terms, to encourage the college generation to study the motion picture, mayhap for some to prepare for a motion picture career. A Hollywood long over-stocked with awards and awards-presentations can well add to its calendar of kudos another so completely constructive as this one of the Screen Producers Guild.

► George White, supervising editor for Magna Productions and personal assistant to Michael Todd, production head; and Stanley Lambert, sound technician, left Tuesday by plane for Rome to join Mr. Todd for the filming of scenes in connection with one of the Magna Productions to be produced in the Todd-AO 65mm widescreen process. Mr. White was a Metro editor for 23 years and Mr. Lambert was with the same company 25 years before joining Magna.

► Italy's most popular export, Silvano Mangano, gracefully adorns the cover of the current issue of "Newsweek." Three full inside pages contain pictures of more sirens, mention of Italian Films Export organization, and the revitalized production activities of the country. Director Renato Castellani makes an amusing point. Discussing film realism he points out that Americans "applauded our early postwar pictures for their newsreel-like photography. It wasn't stark

photography, just bad photography. Our cameras were old, our film was less than perfect, but once you acclaimed it, our cameramen continued for a long time to make films that way since everyone thought it so real-like. I've even heard of companies scratching a perfectly good negative to give it that 'newsreel quality' Americans wanted."

► Reports from Chicago early this week that Howard Hughes would be in that city this week to discuss the sale of old RKO pictures to television interests were described in Hollywood Tuesday by a company spokesman as "completely ridiculous."

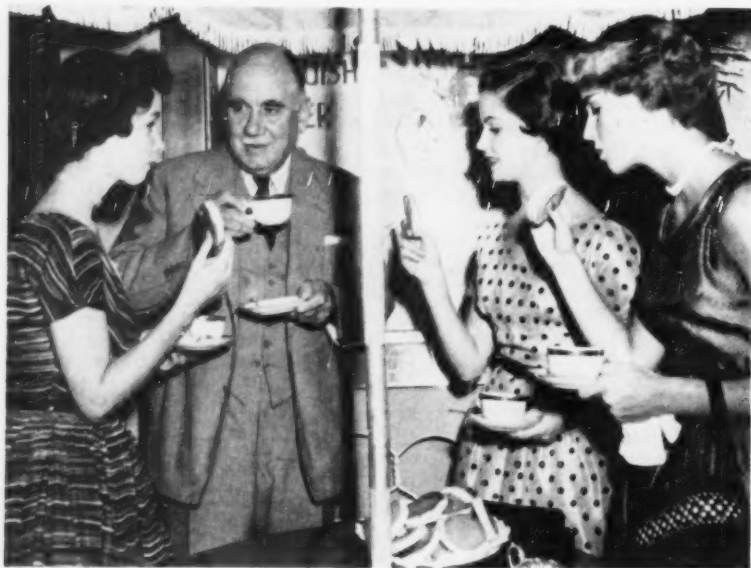
► Approximately 2,625 theatres in the U. S. and Canada are now equipped for 3-D presentations, according to a distributor survey. There are 450 theatres in the New York exchange area so equipped. The Los Angeles territory ranks second with 260 and Dallas is third with 231.

► A Holdrege, Neb., theatre employe was its first 3-D "victim." Watching "Fort Ti" at the Sun, W. O. Arvidson became so engrossed that he ducked when an arrow came zooming toward him during an Indian scene and he struck his nose against the wall.

► The development of drive-ins, it would have seemed lately, has about reached its logical conclusions, in placement of cars, screens, speakers, concessions, and the like. Nevertheless, revolutions may come along in this medium as well as the regular theatre. An interesting experiment is the drive-in at Urbana, Mo., where the cars are on the rim of a circle and each car has its own screen. The projection is from the center, throwing to the back of each of 42 screens through a reflector system.

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# This week in pictures



WARNER BROTHERS introduced "The Beggar's Opera", starring Sir Laurence Olivier in his first singing role, this week at the Baronet theatre on New York's Third Avenue. It was a "tea and crumpets" premiere as shown above with Sir Henry Hobson, K.B.E., served by the subdeb hostesses.

EDWARD KENNEDY, below, presents a check for \$50,000 from the Joseph P. Kennedy, Jr., Foundation to Boston's Jimmy Fund. Receiving it is Dr. Sidney Farber, director of the Children's Cancer Research Foundation, while Ted Williams, guest of honor at the benefit dinner, and Martin J. Mullin, president of the Foundation, beam.



PREPARING for the Allied National Convention in Boston October 5 to 7, below, are Norman Glassman, seated left, general convention chairman, and Julian Rifkin, treasurer. Standing are W. Leslie Bendslev, publicity chairman; Ray Feeley, co-ordinator; and Al Lourie, attendance chairman.



AUDREY HEPBURN, star of Paramount's "Roman Holiday", is honored at Radio City Music Hall where the picture opened August 27. With her are Russell V. Downing, Music Hall president and managing director, Adolph Zukor and Barney Balaban.



ANTHONY R. MORRIS, below right, overseas sales manager of Associated British Pathe, Ltd., visits Norton V. Ritchey, Monogram International president, in his New York office.



ROBERT STRAUSS, above center, star of Paramount's "Stalag 17", meets some Paramount Gulf executives in New Orleans. On the left are Maurice Barr, advertising manager, and Holland Smith, manager of the Saenger theatre; at right are Hank Plitt, general manager, and Jimmy Howell, buyer.

JAMES A. MULVEY, center right, returns to New York from a vacation in Ireland, and is greeted by members of his staff at Goldwyn Productions. Left to right: Martin Davis, Robert Mochrie, Mr. Mulvey, Harry Archinal and David Golding.



Hugh Owen



W. Gordon Bradley



John G. Moore



H. Neal East

SALES STAFF PROMOTIONS at Paramount this week included the naming of Hugh Owen executive assistant to E. K. O'Shea, distribution vice-president, and the promotion of W. Gordon Bradley, Atlanta; John G. Moore, Boston; and H. Neal East, San Francisco, to posts as assistant division managers. Both Mr. Owen and George Smith retain their posts as division sales managers but will be able to devote more time to general sales problems.



JACK L. WARNER arrives at the Zeiss-Opton plant in Oberkochen, Germany, for formal signing of the agreement between Warner Brothers and the German company for production of the lenses for the WarnerSuperScope wide screen system. With Mr. Warner, first row center, are Dr. Heinz Kuppenbender, Zeiss-Opton; Frank Cahill, W.B. coordinator of technical affairs; Dr. Paul Henrichs and Dr. Hans Sauer, Zeiss-Opton; Heinz Thiele, Zeiss-Ikon; Al Tondreau, head of the Warner studio camera department; Dr. Horst Kohler, Zeiss-Opton; Joseph Hummell, W.B. continental manager, and Joseph Westreich, W.B. German supervisor.

## MGM to Offer 10 Films in Four Months

MGM will release 10 pictures between September 1 and the end of the year, seven of which will be in color, it was announced by the company in New York this week.

The new releases will make a total of 45 films from MGM during the calendar year. Of this total, 21 are in color. The total does not include two color reprints, "Trader Horn" and "Sequoia," released as a combination in June.

For September, the releases are "Half a Hero," with Red Skelton and Jean Hagen; "Terror on a Train," with Glen Ford and Anne Vernon, and "The Actress," with Spencer Tracy, Jean Simmons and Teresa Wright.

The October releases, all in color, are "Mogambo," with Clark Gable and Ava Gardner; "Torch Song," with Joan Crawford and Michael Wilding, and "Take the High Ground," with Richard Widmark, Karl Malden and Elaine Stewart. The November releases are "All the Brothers Were Valiant," with Robert Taylor, Stewart Granger and Ann Blyth, and "Kiss Me, Kate," with Kathryn Grayson, Howard Keel and Ann Miller. Both are in color.

The two December releases are also in color. They are "Escape from Fort Bravo," with William Holden, Eleanor Parker and John Forsythe, and "Easy to Love," with Esther Williams, Tony Martin and Van Johnson.

### Attorney Answers UA Towne Case Brief

CHICAGO: Attorney Thomas C. McConnell last week filed an answer to United Artists' brief in the Milwaukee Towne case, stating that the Master in Chancery's recommendation that United Artists should return the Towne stock to the Towne Corporation should be approved by Federal Judge William Campbell, because the stock was "obtained by coercion." He also stated that Towne has paid off all indebtedness, including interest owed to United Artists and has offered to repay to United Artists the \$10,000 plus interest for the 200 shares of stock in the Towne Corporation. No date has yet been set for a possible further hearing or a decision by Judge Campbell.

### Richmond Council Votes To Keep Admission Tax

RICHMOND, V.A.: The City Council has turned down an appeal made by the community theatre interests and voted unanimously to continue a municipal five per cent admissions tax, which is expected to add \$135,000 to the city treasury. Several months ago, an ordinance proposing repeal of the levy had been introduced. In reviewing the tax, Councilman Harold H. Der-vishian said that figures he recently com-

## MGM WILL HELP THEATRES THREATENED WITH CLOSING

MGM will seek to keep distressed theatres open until admission tax relief can be considered by the next session of Congress, according to a letter sent to exhibitor association presidents by Charles Reagan, general sales manager of the company.

Mr. Reagan said the company feels it is its duty to help in preventing theatres from closing and that "all possible aid" will be offered. The company has not set any formula for administering its aid, but will handle each situation on an individual basis.

The text of the letter follows:

"The bitter disappointment of theatre owners who have been carrying on in the hope that relief from the 20 per cent Federal tax would help keep them from closing, may result in some communities being deprived of motion picture entertainment.

"We believe that motion picture theatres are an important avenue of communication to the Government and that amusement is a vital necessity to the public during these uncertain times. We want to keep them open if possible, particularly the only theatre in a town or community.

"Because your association is close to these situations, if you know any who are in distress, and have not indicated to our local branch manager their predicament, we will appreciate it if you will ask them to contact him at once in order that all possible aid can be given to enable them to remain open until the much needed relief

from this unfair tax can have the consideration of Congress.

"We know that their closing will injure, if not destroy in some cases, many years of hard work and effort they have put in to give the people of their community a place to see motion picture entertainment, and we feel it is our duty to aid to prevent that happening even at a sacrifice to ourselves in our none-too-easy problem of keeping our own books balanced and still furnish good entertainment and relaxation to the American public.

"Your assistance in advising your members of our concern and our desires in this matter will be greatly appreciated."

The Reagan letter brought forth an immediate and warm response from Alfred Starr, president of Theatre Owners of America.

In acknowledging the MGM offer, Mr. Starr wrote: "Your letter of August 21 outlines a policy on the part of your company that is indeed far-sighted and unselfish, and one which is bound to be beneficial to the entire industry. . . . It would be a Godsend to our industry if all distributors would notify their branch managers to take care of the distressed situations without the prolonged delay of submitting the facts to New York. The branch manager is familiar with these situations and he should be delegated the authority to act, and to act quickly."

piled showed that the industry paid "proportionately" the same amount of taxes as Richmond merchants. Industry representatives had argued at a public hearing that it was a discriminatory tax and cut the amusement dollar of the city.

### U.A. Meeting September 3 On Forthcoming Product

A two-day meeting of United Artists district managers to set distribution plans for the company's product program will be held at the home office September 3 and 4. Top company executives will attend, among them Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; William J. Heineman, distribution vice-president; Max E. Youngstein, vice-president; E. G. Kranze, general sales manager; Milton E. Cohen, eastern division manager, and James Valde, western division manager.

### Barron to Head Drive

Win Barron, Paramount special representative in Canada, has been named to head the Canadian section of the "Adolph Zukor Golden Jubilee Salute," "August 30-December 5, it has been announced by Gordon Lightstone, Canadian general manager.

## Call Summer Plan Success

Reports submitted so far indicate that Theatre Owners of America's "Summer Vacation Plan," helped set new attendance records and pile up goodwill during the so-called "dog days," according to a recent issue of the TOA Progress Report.

Reports from 80 theatres known to be conducting a series of summer vacation shows list an average weekly attendance of more than 60,000 children. Theatres reporting are all circuits: Fox Midwest with 46; Commonwealth, 25; Fox Intermountain, 12; Evergreen Theatres, nine; Walter Reade Theatres, seven.

The plan was outlined last January by Elmer C. Rhoden, of Kansas City, chairman of the public relations committee, at a meeting of the TOA board of directors in New York.

### Brandt Firm Buys Theatre

Brandt Theatres, New York, have purchased the Laffmovie theatre on Times Square, and will change the name of the house to the Empire theatre.

# O'DONNELL, AT STUDIOS, CALLS A FEW SHOTS

## **Says an Exhibitor Cannot Tell Producers How to Make Better Pictures**

**HOLLYWOOD:** Exhibitors should not attempt to tell producers how to make motion pictures, according to Robert J. O'Donnell, vice-president of the Interstate circuit and one of the nation's leading exhibitors.

The statement, which at first glance would seem to belong in the man-bites-dog news category, was included among many candid opinions which Mr. O'Donnell got off his chest last week at a meeting of the Motion Picture Industry Council here. It was occasioned by a suggestion from one of his listeners that some setup be devised by which Hollywood producers could obtain opinions concerning production problems from leading exhibitors.

**Said Mr. O'Donnell promptly: "I think you'd be talking to the wrong shoemaker. I don't think there's an exhibitor in America who can tell you how to make them (motion pictures). Our job is to put them over with showmanship."**

The Texas exhibitor did admit, however, to trying "to persuade one of our biggest studios to release one of its best musicals in 3-D, because I think it will be great for them and great for the exhibitor. Our experience shows that an audience can enjoy an enormously satisfying evening at the movies in 3-D."

This echoed his earlier remarks to the producers that, contrary to some Hollywood opinion, a very healthy market continues to exist for 3-D films—at least so far as Texas is concerned. As with wide-screen and stereophonic sound, he said, 3-D has helped create new excitement about motion pictures, opening up many new opportunities for genuine showmanship and leading to outstanding box office grosses.

## **Says He Is Opposed To All Standardization**

One of the greatest values of the new technical advances is the manner in which the so-called "lost audience" is being brought back to the theatres, he said, reporting that a poll in one of his theatres revealed that at least 1,500 persons were attending a film "for the first time in a year."

Because of the new elements of advertising and showmanship made possible by technical advances, he declared himself as being opposed to those who call for "standardization," arguing that "each of the processes and methods gives you something exciting to talk about." It also helps to make possible "diversified entertainment—something we've been talking about for years."



ROBERT J. O'DONNELL

Mr. O'Donnell said he was "surprised to find here in Hollywood a great and growing apathy and indecision about pictures in 3-D. Our experience shows that we are still in a very healthy market for 3-D films. . . ." Some 3-D grosses have slacked off, he agreed, but even so they remain far higher than ordinary grosses, particularly when the film lives up to expectations.

Asked whether he had any grumbling from audiences concerning 3-D glasses, he replied, "No." He observed that some letters of complaint had been received from patrons expressing disappointment in some particular 3-D film. His organization kept a record of the letters and when a better 3-D film was booked, sent passes to the people who had complained, with excellent results in goodwill.

## **Is Not Advocating 3-D As Industry Future**

Asked whether a tremendously successful film like MGM's "The Band Wagon" would have done any better at the box office if it had been in 3-D, the Interstate executive said, "In my opinion, yes."

"Please understand," he said, summing up his 3-D views, "that I'm not advocating 3-D as the future of the industry. But I think everybody would benefit if a good supply of 3-D films were provided as part of the regular production schedule." He urged too that stereophonic sound, "important in itself," not be overlooked or minimized in connection with recent technical developments.

Mr. O'Donnell's remarks, however, were not confined to 3-D and whether or not producers should listen to exhibitors such as he. He also touched upon television, the past, present and future of the Council of

Motion Picture Organizations, film industry research, new product, length of films, admission prices and his position in regard to the Production Code Administration, which withheld its seal from "The Moon Is Blue," which his theatres are playing.

In regard to the latter, Mr. O'Donnell said his action in playing the picture had been widely misinterpreted. "We have no intention of opposing the Code or of playing pictures which don't have the seal. We certainly don't want to see the Code destroyed or go out of business and we don't want to tear it down in anyway."

## **Sees Tax Fight Making COMPO Status Certain**

He gave the impression that the film had been contracted for under circumstances in which denial of the seal had come as a great surprise. He emphasized that in showing the film in Texas, special care had been taken to avoid sensationalism in the advertising.

Turning to COMPO and its future, Mr. O'Donnell declared, "by the tremendous campaign it carried on to obtain repeal of the 20 per cent admission tax, COMPO demonstrated its value beyond any shadow of a doubt. It achieved great stature. The raising of funds will now be much easier and you can be sure that COMPO is going forward."

Asked about the report that Texas COMPO was folding, he answered that so far as he knew, this wasn't so; that Texas COMPO merely had cancelled a conference scheduled for September but that the organization "would continue to function and that it has the funds to do so." The man who had headed COMPO's "Movietime U.S.A." campaign a couple of years ago then told the producers that the tours of Hollywood personalities had been "very exciting" and "we hope to see more of them start again. We do contemplate resuming them."

## **Sees Television as No Permanent Threat**

Concerning proposals for an over-all research operation, Mr. O'Donnell said, "I think we were all terribly remiss in sitting back the way we did. Three or four years ago, Elmer Rhoden and I tried to push for an industry research program. I'm sure that if the industry had had a research department functioning on the right scale, many of the bugs which plagued some of the new developments would have been eliminated long ago. I certainly hope this will be one of COMPO's early future projects."

Serious competition from television, said the exhibitor, dwindles after the owner has had his set for about six months. He em-

(Continued on page 16, column 3)



## A Message from the 1300 Field Employee



HERMAN WOBBER  
Western Div. Mgr.



H. G. BALLANCE  
Southern  
Div. Mgr.



M. A. LEVY  
Mid-West  
Div. Mgr.



JACK ERICKSON  
San Francisco



T. R. GILLIAM  
Chicago



DAVID S. GOLD  
Des Moines



NAT ROSEN  
Albany



I. J. SCHMERTZ  
Cleveland



J. E. SCOTT  
Omaha



M. MOSKOWITZ  
Eastern State  
Div. Mgr.



C. GLENN NORRIS  
Atlantic Div. Mgr.



T. O. MCLEASTER  
Central Div. Mgr.



PETER MYERS  
Commercial  
Div. Mgr.



BRYAN D. STONE  
Ass't Western  
Div. Mgr.



PAUL S. WILSON  
Ass't Southern  
Div. Mgr.



W. A. BRYANT  
New Orleans



JACK BURN  
Seattle



G. F. HALLORAN  
St. Louis



JOHN HOLSTEN  
Charlotte



C. B. KOSCO  
Buffalo



J. L. LEE  
Detroit



M. LEVY  
Pittsburgh



K. O. LLOYD  
Salt Lake City



J. H. LORENTZ  
Milwaukee



SAUL MALISOW  
Minneapolis



MARK SHERIDAN  
Dallas



R. A. SIMON  
New Haven



MORRIS SUDMIN  
Los Angeles



T. D. TIDWELL  
Jacksonville



T. W. YOUNG  
Memphis



V. J. BEATTIE  
Toronto



G. L. EMERNOFF  
Montreal



R. A. CRISPAN  
Calgary

# CENTURY-F

*We of the distribution department want to  
United States and Canada who have so wh*

# AL LIGHTMA

**AUGUST 30th - OCTOBER**

*We assure you of our continued dedication  
at all times, the best interests of the gr*



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OX

*o thank all the exhibitors of the  
oleheartedly joined with us in our*

# N TESTIMONIAL

R 3rd

*to the pleasure of serving,  
eat motion picture industry.*

# Terry Ramsaye Says



## Will Seek to Reorganize COMPO Unit

### CONSIDERING KINSEY AND MOVIELAND

THE two biggest news events of the week ago have been the "H" Bomb in Russia and the released review of Dr. Alfred C. Kinsey's 842-page "Sexual Behavior in the Human Female." It pertains mainly to what to many will seem misbehavior. In journalistic space and headlines it out-rates the bomb. Perhaps it is because people have more sex than bombs.

So far as one may judge from the reviews, while sex so much concerns the motion picture and now and then so involves the films in censorships about impingement on morals which always seem to mean sex, the Kinsey findings will not be telling Hollywood and cinemaland much. But what is told is perhaps important.

Dr. Kinsey's findings indicate, none too clearly, the differentiation between the male and female interest in sex. He grants that physiologically, when the issue is really joined, so to speak, the reactions are about identical. Meanwhile, it seems pointed up that the male has a sort of stabbing, immediate, urgent on-the-spot interest, but that the female tends to a long term interest in something contributory to a career, or maybe mink, yachts and or maybe a success, including a home, family, social security, etc.

Man more than woman, it is indicated, is out for fun right now, while woman can take it or leave it. That is not over-all the implication of the motion picture. Creatively the product of men, the films and their publicity, seem to tend to present woman in roles and attitudes nearer to the pattern of male desire than to fact.

All in all, however, the screen by sheer gravitational experience has made adjustment, in merchandise fashion, to the interest expressed by buying power.

Dr. Kinsey's new book is emerging from the press with a pre-publication run of a quarter of a million copies, certainly an anticipation of a best seller, and at \$8 the copy. There is one best seller Hollywood production can hardly be tempted to buy. Sex is in the public domain, and Dr. Kinsey is neither romancer nor dramatist.

The mass-market "New York Evening Journal" had pages upon pages of reviews and derivative "name" copy. The "good grey" and great "New York Times" had a single column of calm Associated Press copy, on an inside page.

It is to be noted with approbation that at the initial break there was only some minor publicity—opportunity attempts in Hollywood, and that it was clear that some

of the major studios had laid down a policy lid of "no comment" on their name people. That is probably too intelligent to prevail across the film scene very long.

So far as indicated in the reviews, Dr. Kinsey has paid in this volume no attention to Hollywood. Plainly enough had he been so minded and in ardent quest of publicity he might have. There are many reasons, all proper, why he did not, and to his credit. It will be remembered, perchance, that Hollywood sex got quite a going over in the volume entitled "Hollywood — the Dream Factory," in 1950, by Dr. Hortense Powdermaker, anthropologist, who presented some purple case notes, second hand, from chatterbox sources. That got more reviews than circulation attention. It was hardly as scientific as the Kinsey opus.

One who has been looking over the scene and sex longer than Dr. Kinsey may observe that his finding that there was a sex-revolution in sequel to World War I, the flapper-and-cocktail era, is probably in error. It only looked that way. There has never been a revolution in sex, just as there has not been in the metabolism of Homo Sapiens. His survey samples 6,000 women, interviewed over a period of 15 years, means for his four major investigators two interviews a week with ladies who were willing to talk about it, face to face with a professor. Those fellows did not get around very well as compared with able amateurs. Why no female interviewers, I wonder.

The indications are that the love story will about as now continue the staple motif of fiction for stage and screen and printed page. It will also be delivered to taste from the delicacies and glimmers of poetic romance to the high-proof extra dry decoctions of the sexual avant garde.

All the arts, including cinema, are conscious.

Assembled audiences have in the main a morality controlled by convention and the presence of the neighbors. Individual morality is an individual and private matter. Never forget that.



**SATURATION POLICY** — Elmer Rhoden told a Rotary Club meeting in Kansas City the other day that the tendency in pictures was bigger but fewer. He cited the Hollywood output at, in 1951, a total of 369 full length features, in 1952 about 316, and estimated 1953 at 240. That reminds us that in 1895 Thomas A. Edison's agents, after a year of selling kinoscope peep show films, suggested additions to the program. His answer: "Why? Everybody hasn't seen all those we've got, yet."

DALLAS: Efforts will be made to reorganize Texas COMPO and establish a long-range, intensified program of operations at a special meeting of executive board members here September 2. Kyle Rorex, executive director, announced here Monday.

The announcement followed last week's unexpected announcement, also from Mr. Rorex, that the unit would be dissolved as of October 15 since operating funds for the fiscal year then ending had been depleted.

The decision to hold a special meeting September 2 was taken last Friday, said Mr. Rorex, following telephone conferences with Robert J. O'Donnell, vice-president and general manager of the Interstate Circuit, and with the majority of the unit's executive board.

"While we have received commitments from some of the major contributors," said Mr. Rorex, "not all have pledged to go beyond the end of the current fiscal year. After talking on the telephone with Mr. O'Donnell, executive chairman of Texas COMPO, who is in Beverly Hills, and a majority of the executive board members, a special meeting has been called for Tuesday, September 2, at which time it is hoped that there will be a reorganization of Texas COMPO with a long-range, intensified program.

"Mr. O'Donnell felt that he was expressing the opinion of all the supporters that both the Texas and national COMPO should if possible and practical, continue, but develop on an even broader and more inclusive scale than ever existed before. Meanwhile, normal operations will continue."

### O'DONNELL SAYS

(Continued from page 13)

phasized, however, that the new medium can be a fantastically effective force for selling motion pictures, particularly through properly prepared trailers.

"The horizon, from the exhibitor's point of view, is getting brighter all the time," he added in reference to the new product coming up on the release schedules. "There's a wonderful flow of product coming out of Hollywood. The outlook for the fall is the best I can remember, with more fine films coming from every company than ever before."

He cautioned, however, that "many features are too long."

"They have handicapped us in building diversified programs, particularly including shorts and we believe in making the most of shorts with the same enthusiasm we apply to features. The best length for a motion picture is 90 minutes."

Concerning admission prices, he said he favored a "policy of flexibility," with the admission price fitting the attraction.



**"ALL THE DRIVE OF A .45 SLUG!"—Time Magazine**

SOL LESSER presents

# Vice Squad

THE EVIDENCE IS CONCLUSIVE:  
**"IT'S A SMASH!"**

EXHIBIT A

DETROIT — Fox — **HOLDOVER! FIRST WEEK BEAT "AFRICAN QUEEN"!**

EXHIBIT B

CINCINNATI — Capitol — **HOLDOVER! YEAR'S BIGGEST GROSSER!**

EXHIBIT C

PHILADELPHIA — Goldman — **3 SMASH WEEKS!**

EXHIBIT D

CLEVELAND — Loew's State — **TOP BUSINESS!**

EXHIBIT E

BUFFALO — Shea's Buffalo — **SENSATIONAL!**

EXHIBIT F

SAN FRANCISCO — Golden Gate — **TERRIFIC GROSSES!**

**EDWARD G.  
ROBINSON  
PAULETTE  
GODDARD**

WITH

**K. T. STEVENS · PORTER HALL**

**Adam Williams · Edward Binns · Jay Adler · Joan Vohs**

Produced by **JULES V. LEVY** and **ARTHUR GARDNER**

Directed by **ARNOLD LAVEN** · Screenplay by **LAWRENCE ROMAN**

Another **BIG ONE** thru

**UA**

# READE ATTACKS SUBSCRIBER TV

## U.S. Picture Program Is Cut Sharply

### Cites His Experience as a Circuit Head to Refute Four Who Back Plan

A sharp note against the recent appeal by broadcasters to the Federal Communications Commission in favor of subscription television was sounded in New York last week by Walter Reade, Jr., president of Walter Reade Theatres, Inc.

Mr. Reade spoke also as president of the Atlantic Video Corp., which will operate an ultra-high frequency TV station in Eatontown, N. J. Mr. Reade, commenting on the recent move of four ultra-high frequency broadcasters in support of pay-as-you-see television, referred to his experience as a circuit executive.

### Cites Community Service

Mr. Reade said that if the UHF operators had fought competitively, as the Reade interests have, for the patronage of the public over the past several decades, they would realize that by giving the public the entertainment and service the public wishes, a loyal and effective audience can be built and maintained on the basis of community service and entertainment.

Mr. Reade said that his thinking is completely contrary to those prospective UHF operators who had been fortunate enough to be recognized by the FCC and given a franchise to operate a UHF television station in their communities, both because of their background and financial abilities. These operators, he said, without putting a shovel in the ground or laying out a dollar in cash, have arbitrarily resigned themselves to the belief that they cannot be financially successful unless they are supported by an untried and improbable box office TV gimmick. That gimmick, he added, is in itself a delusion because it is based on the findings of a loaded questionnaire, containing few if any facts.

### Cites "Little Faith"

Mr. Reade said the UHF operators showed "little faith" in their franchises by making the appeal to the FCC, claiming that because their areas are surrounded by network VHF stations, they need subscription TV as an economic "prop." WRTV, the New Jersey Reade station now under construction, is in an area covered by seven New York VHF stations and will be independent of network affiliation, it was pointed out.

The four broadcasters who asked the FCC for a ruling in favor of subscription TV were: Home News Publishing Co., grantee of UHF channel 47, New Brunswick, N. J.; Pennsylvania Broadcasting Co., WIP-Gimbels, Philadelphia; Stamford-Norwalk Tele-

vision Corp., and the Connecticut Radio Foundation, Inc., of New Haven.

Pending for the past year before the FCC is the petition of the Zenith Radio Corp., seeking approval of its Phonevision system. The bid of the four grantees was the first petition in favor of pay-as-you-see television filed by broadcasters.

### Industry Executives Plan To Instruct at College

HOLLYWOOD: The University of Southern California has substituted those versed in the practical for the usual theorists in its course on films. Prominent industry executives will be guest instructors for the series of evening classes dealing with motion pictures planned for the fall term. Included in the course will be editing, sound, processing, art direction, films for television, color, writing and documentation. Among the visiting lecturers will be Leo O. Kuter, art director, Warner Brothers; Sidney P. Solow, general manager, Consolidated Film Industries; Joseph Westheimer, camera technician of Consolidated, Marlin Wald, writer-producer of Filmakers Pictures; Robert Joseph, publicity director of Filmakers; Carl E. Johnson, production assistant, Pat Dowling Pictures, and Harry Baskerville, Jr., color consultant.

### Altec Announces Expansion Of Its Field Staffs

Altec Service has appointed four new branch managers, and 19 new field representatives. The branch managers are F. W. Hal' northeast New York; D. M. Cole, east, Washington, D. C.; J. W. McBurney, south, Charleston, W. Va.; and W. Wicks, central, Minneapolis. The appointments bring the managers' total to 22. The new field men are R. D. Fairbanks, D. Waddell, S. N. Treht, R. Siegel, F. A. Brown, G. W. Evans, D. S. McLean, J. L. Pyle, J. T. Eves, L. E. Grewell, C. C. Kaufman, W. Y. DeJarnette, J. V. Cole, R. E. Seeley, J. B. Pesek, L. W. Felder, F. T. Spencer, D. L. O'Brien, C. A. Satchell.

### Chicago Council Approves New Parking Ordinance

CHICAGO: A new parking ordinance has been approved by the Chicago City Council which requires the owners of all buildings to be constructed in the future to provide off-the-street parking facilities. All future theatres must provide parking space for one car for every 10 seats up to 500 and one for every five seats thereafter. This ordinance applies only to buildings constructed in the future outside of the Loop area, according to the official interpretation.

WASHINGTON: Congressional budget cuts have forced the Government's overseas film program to eliminate all plans for new film production and equipment purchases and to cut down drastically on all other phases of the program.

The film division, it was learned Monday, has been tentatively allocated about \$3,000,000 of appropriations for the current fiscal year, back to the 1950 level after three years of far greater appropriations.

J. Cheever Cowdin, former Universal Pictures board chairman, recently took over as head of the films division. So far he is refusing to comment on his plans, pending further study of the effects of the budget cut. The film division appropriations totaled approximately \$10,200,000 in each of the 1951 and 1952 fiscal years and \$7,100,000 in fiscal 1953.

The \$3,000,000, it was reported, will mean no new film purchases and that no new equipment can be bought even to replace existing equipment that wears out. It means a cut in the number of languages into which existing films can be translated, the number of prints that can be made of each language version, the amount of maintenance that can be carried out on existing equipment, and in other activities of the division.

### Rocky Mountain Owners Honor RKO Sales Head

DENVER: Leading exhibitors in the Rocky Mountain area honored Charles Boasberg, general sales manager of RKO, at a luncheon last Wednesday at the Brown Palace Hotel. J. R. Grainger, president of RKO, introduced Mr. Boasberg, who was making his initial trip to Denver since becoming sales manager. Among the exhibitors attending the luncheon were F. H. Ricketson, Jr., president of Inter-Mountain Theatres; Robert W. Selig, vice-president and general manager of Inter-Mountain; Larry Starsmore, president of Westland Theatres, and Charles Gilmour, president of Gibraltar Enterprises.

### To Plug Basketball Film

The colorful Harlem Globe Trotters will exploit Alfred Palca's screen biography of the basketball zanies at every game the team plays this season. All radio, television and newspaper publicity will also publicize the film, "Go, Man, Go!"

### Documentary at Film Fair

"Tanga Tika," a documentary film of Tahiti, produced and directed by Dwight Long, has been accepted for showing on one of the 16 programs to be presented at the Venice Film Festival.

## **I.F.E. Gets 4 Top Films for Release List**

The acquisition by I.F.E. Releasing Corp. of four major films which will spearhead the fall and winter release schedule was announced in New York Tuesday by Bernard Jacon, sales and distribution vice-president, at a special luncheon for exhibitors and the trade press that marked the six-month anniversary of the releasing organization.

The newly-acquired pictures are: "The Golden Coach," Italy's first film in color by Technicolor, which also marks Jean Renoir's first directorial effort since "The River," and Anna Magnani's first English-speaking role; the new Ingrid Bergman picture, tentatively titled "Europa 51," directed by Roberto Rossellini; "The White Hell of Pitz Palu," an adventure thriller of mountain-climbing, and "Sensualita," a drama that introduces actress Eleonora Rossi-Drago.

### **All Types of Theatres**

Mr. Jacon emphasized that I.F.E. intends to play all types of theatres throughout the U. S. and is offering a production schedule to meet all classes of American audiences.

Having proved the acceptability to the American public of dubbed Italian pictures, I.F.E. has scheduled a fall release program which includes six dubbed pictures as well as two ("Golden Coach" and "Europa 51") which were originally filmed in English, and two Italian-language subtitled features, Mr. Jacon disclosed.

Jonas Rosenfield, Jr., advertising and publicity vice-president, declared that "there are no 'sluff' pictures on the I.F.E. schedule. Every one of our pictures comes to the exhibitor pre-sold and supported by a hard-hitting promotion campaign. We intend to continue, as in the past six months, to allocate the lion's share of our budget to co-operative point-of-sale campaigns, which we are convinced pay off best for the exhibitor at the box office."

### **Set Coast Exploitation**

Outlining a plan to establish field exploitation offices in each of the organization's five division areas, Mr. Rosenfield announced that such a setup has just been arranged in Los Angeles with Henry Levy handling exploitation and publicity in conjunction with Western division manager Alex Cooperman's sales activities.

Final speaker on the luncheon program was William Brandt, exhibitor, who spoke of his first hand impressions of production activity in Rome as seen on a recent trip; E. R. Zorognotti, executive vice-president; Bernard Lewis, promotion manager; Fred Goldberg, publicity manager; Phil Levine, and Dr. Leandro Forno, who handle sales and publicity respectively for the Italian-American film program, were introduced by

Seymour Schussel, eastern division manager and assistant to Mr. Jacon.

The complete schedule of fall releases follows: Currently in release "Anna," "O. K. Nero," and "Bitter Rice." For September: American language-versions of "The Little World of Don Camillo," and "Three Girls from Rome," and the subtitled "Bellissima." October: "Europa 51," and "The Secret Conclave," in English language; and "Times Gone By," English subtitles. November: "The Golden Coach," "White Hell of Pitz Palu," and "The Young Caruso," all English language. December: "Sensualita," in English.

## **Huston Sees A Profitable 3-D Future**

Disagreement with what was described as "the general feeling in Hollywood that 3-D is going by the boards" was voiced in New York Monday by producer-director John Huston.

Mr. Huston, who was to leave Thursday for London, expressed enthusiasm for the medium, saying he would like to do a picture in 3-D, although his present plans do not lend themselves to it. Mr. Huston will complete the editing of his latest film, "Beat the Devil," in London. He estimated its cost at \$1,800,000.

He disclosed plans for three new productions, one of them to be "Moby Dick," starring Gregory Peck, and to be released through Warner Brothers. The two others are "Matador," and a film based on a Rudyard Kipling story. He added that he has made no distribution commitments on the latter two. The three pictures will be financed by Moulin Productions, he said.

Mr. Huston said that while he favors the use of wide screen, he does not look with favor on "horizontal" screens, referring to those employed in conjunction with the anamorphic processes. His next three films, he said, will be filmed for wide screen and stereophonic sound.

Mr. Huston asserted that the Production Code has "saved us from state censorship and political panaceas."

### **Quits Italian Film Post**

Dr. Renato Gualino has resigned as president of the Unione Nazionale Produttori in Rome, it has been announced by the board of directors of the Italian film group. Dr. Gualino's resignation was caused by the expanded activities of Italian Films Export Releasing Corporation and Lux Films, both of which he heads.

### **Set "Escape" Release**

"No Escape," the suspense story starring Lew Ayres, Sonny Tufts and Marjorie Steele, has been added to United Artists' schedule of September releases, it has been announced by William J. Heineman.

## **Allied Artists Plans 15 High Budget Films**

Fifteen top productions with important name casts that have not been available to the company heretofore will be produced by Allied Artists during the coming season, Morey Goldstein, general sales manager, said in New York Monday following a weekend sales meeting in Chicago at which he presided.

The full Allied Artists schedule comprises approximately 45 film releases, of which the 15 already mentioned will be in the higher budget bracket. He asserted that Allied Artists is prepared to make pictures in any ratio in 3-D or any other new technique demanded by exhibitors.

One of the most important on the schedule, Mr. Goldstein said, will be a picture still untitled to be made on location in Ireland and starring Yvonne DeCarlo and Barry Fitzgerald. Another will be "Hold Back the Night," based on a best-selling novel about the Korean War. The one 3-D picture scheduled so far is "Dragonfly Squadron," starring John Hodiak.

Others in the lineup are "House By the Sea," Joan Bennett; "The Annapolis Story," Technicolor; "Jennifer," Ida Lupino and Howard Duff; "Fighter Attack," Sterling Hayden, Cinecolor; "Royal African Rifles," Louis Hayward; "Arrow in the Dust," Sterling Hayden, Cinecolor; Walter Wanger's "Riot in Cell Block 11," "Slade," Mark Stevens; "Pride of the Blue Grass," Lloyd Bridges, and "African Fury," a jungle documentary.

In addition there will be four in the Bowery Boys series, four Bill Elliott action films, two in the Bomba series, four with Wayne Morris and four "Wild Bill Hickok" pictures with Guy Madison and Andy Devine.

At the Chicago meeting it was announced that Terry Turner of General Teleradio Corporation had been retained by Allied Artists to handle special TV and radio campaigns for the production, "Riot in Cell Block 11."

### **David Selznick Acquires "Bell, Book and Candle"**

David O. Selznick has agreed to basic terms with John van Druten and Irene M. Selznick for the acquisition of the film rights of the Broadway stage play, "Bell, Book and Candle." According to the producer, Jennifer Jones will probably co-star in the film, which will be made in London or Rome in 1954. Mr. Selznick has announced that the picture will not be produced by him personally but will be one of a group of co-productions he is setting up abroad. One of the films in this series is "Terminal Station," starring Miss Jones and Montgomery Clift and co-produced with Italian director Vittorio de Sica in Italy.



# OPEN 'ROBE' ON COAST SEPT. 24

## *CinemaScope Is Shown by Skouras to Film Trade of Germany at Frankfurt*

News of 20th Century-Fox's CinemaScope was echoing around the world this week. The major events were these:

In Hollywood Charles Skouras, president of National Theatres, announced he had signed contracts for the exclusive presentation of "The Robe" in Southern California at Grauman's Chinese theatre, starting the night of September 24. The film, the first in the new process, will have its world premiere at the Roxy in New York the evening of September 16.

### **Skouras in Frankfurt**

In Frankfurt, Germany, Spyros Skouras, president of 20th-Fox, was on hand Tuesday for the first demonstration of the process in that country.

In New York, Michael J. Moodabe, OBE, governing director of Amalgamated Theatres of New Zealand, announced that negotiations had been completed for the installation of CinemaScope equipment in more than 60 theatres of the circuit and that "The Robe" will be premiered simultaneously October 23 at the Civic, Auckland, the country's largest theatre, and the King's, Wellington.

National Theatres' announcement reveals that one of the provisions of the contract for "The Robe" to play the famous Chinese theatre is that the film will not be shown in any other Southern California house in 1953. The contract also calls for the biggest advertising campaign expenditure in the history of the circuit. The sum of \$100,000 has been allocated for the complete redecoration of the theatre, inside and out, including CinemaScope installation.

Besides Mr. Spyros Skouras, those on hand for the Frankfurt demonstration at the Metro Au Schwan theatre were Murray Silverstone, president of 20th-Fox International Corporation; Albert Cornfield, managing director for Europe, and R. A. Krieier, managing director for Germany for the American company.

### **Exhibitors, Officials Present**

Attending were several thousand prominent exhibitors from all parts of Germany, as well as government officials and the press and equipment manufacturers. The program consisted of the same Coronation shots and clips from "The Robe" and "How to Marry a Millionaire" shown previously in demonstrations in other countries and in the United States.

New Zealand's Mr. Moodabe further announced that 10 theatres in his circuit will be equipped with CinemaScope before

Christmas and that the remaining will be equipped during next year. He said that both the Liberty in Christchurch, and the Octagon in Dunedin, currently are undergoing extensive redecoration, preparatory to "Robe" premieres this winter during the Royal Tour of Queen Elizabeth II through Australia and New Zealand.

Said Mr. Moodabe: "After seeing CinemaScope, I am definitely convinced that all New Zealanders and movie-goers in every other country of the world will be thrilled with this marvellous technique developed by 20th-Fox."

### **Promotion at High Speed**

Promotion of "The Robe" itself also was going great guns this week. The film dominates the September 8 issue of "Look Magazine," which went on sale Tuesday. The magazine's cover and two separate layouts, totaling seven pages are devoted to the picture.

More than 300 religious and foreign language newspapers across the country now are receiving from 20th-Fox a publicity kit on the film. Included are 13 news features and stories concerning the Biblical spectacle, as well as technical material on CinemaScope.

The company has announced that exhibitors will receive, beginning in October, the biggest campaign manual in the history of 20th-Fox, on "The Robe." The book will cover advertising, publicity and exploitation material. An equally large manual also is being prepared for "How to Marry a Millionaire," the company's second feature in CinemaScope.

### **Huff Collection Goes To Eastman House**

The George Eastman House in Rochester, N. Y., has been given the motion picture collection of the late Theodore Huff, writer and film historian. The collection consists of over 30,000 still photographs selected over a period of 20 years. A large library of original musical scores for silent films is included in the material as well as an extensive international library of basic motion picture books. The collection is a gift of Mrs. Marianne Huff as a memorial to her son.

### **Lease Brooklyn Strand**

Morris Goldman and David Sanders have leased the 3,000-seat Strand theatre, Brooklyn, N. Y., from Fabian Enterprises, Inc., and will feature a Spanish language policy. The Strand will be the largest theatre in the United States devoted exclusively to the presentation of Spanish films and stage attractions.

## **W.B. Lenses To Be Made In Germany**

**HOLLYWOOD:** Warner Brothers announced here Monday that Jack L. Warner, executive producer of Warner Brothers pictures, in Munich, Germany, has signed a formal agreement between Warners and Zeiss-Opton G.M.B.H., lens manufacturers of Oberkochen, Germany, for the production and delivery of the special photographing and projection lenses for the recently announced WarnerSuperScope wide-screen system.

Mr. Warner and Warner Brothers' technical representatives inspected the Zeiss lenses at the factory and pronounced results of the optical tests perfect. The closing of the agreement was described as "the culmination of the research carried on for many months at Warner Brothers' west coast studio." WarnerSuperScope has an aspect ratio of 2.66 to 1.

Among the pictures to be produced in the new process are "Helen of Troy," "A Star Is Born," "Lucky Me," "Rear Guard," "Mr. Roberts," "East of Eden" and "Giant."

### **Sell Portland Theatre; First Runs to Change**

**PORTLAND, ORE.:** One of the largest theatres on the coast, the 3,400-seat Paramount theatre here is being dropped by the Evergreen Theatres Corporation as of October 31 and transferred to the Portland Paramount Theatres Corporation, headed by M. M. Mesher, former Oregon district head for Evergreen. This is part of a big change-over in the first run status of the theatres in the city.

Until recently only two circuits in the city were getting first runs but by the end of October there will be four. The circuits and their theatres to be showing first runs will be Portland Paramount, Paramount; Hamrick, Liberty; J. J. Parker, Broadway; and Evergreen, Fox, Oriental and Orpheum theatres.

All the Evergreen theatres in the city have been recently modernized or plan modernization. The Orpheum recently installed a CinemaScope screen, and a wide screen was put into the Oriental. On September 5, the Mayfair will change its name to the Fox and start a complete overhaul of the theatre, with CinemaScope and stereophonic installations set.

### **Pickman Circuit Speaker**

Two meetings of theatre circuit managers were addressed this week by Jerry Pickman, Paramount vice-president in charge of advertising, publicity and exploitation. Pickman will discuss Paramount product, current and forthcoming. The Stanley Warner zone meeting was in Pittsburgh Tuesday, and Butterfield in Lansing, Mich., Wednesday.

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# SCREEN AHEAD

## ON STATE BILLS

### Release of 'Vadis' Set For Britain

#### Taxes Biggest Issue in All Areas; Sunday Shows in Legislative Limelight

Taxes and fees affecting film theatres were issues in a number of state legislatures during the year, with the over-all outcome favorable to the industry but of comparatively minor general significance as far as affirmative action was concerned.

An analysis of reports from state capitals throughout the country reveals that probably the most important development in the state law-mills from the industry viewpoint was the Pennsylvania legislature's rejection of a proposed 10 per cent tax on admissions,

#### Dropped for Sales Tax

The Pennsylvania tax proposal, which would have raised an estimated \$10,000,000 a year in additional annual revenue, was one of a number of revenue-raising ideas dropped when the lawmakers decided to enact a new one per cent retail sales tax.

Pennsylvania lawmakers did enact a bill increasing state license fees, including those for projectionists. Under the new law, the license fees for motion picture projectionists were raised from \$2 to \$3 for initial application to take examination and from \$5 to \$7.50 after passing it.

A bill reducing license taxes on film theatres was enacted in Montana. A 1947 law required Montana theatres to pay a tax of 1 1/4 per cent of gross ticket sales above \$12,000 a year. The new measure raises that exemption to \$20,000.

#### Carolina Bill Vetoed

Governor Byrnes vetoed a South Carolina bill which would have repealed close to 90 per cent of the state's business license tax on theatres. Estimating that the bill would have reduced revenue from the tax from \$223,000 to \$23,000 a year, the Governor said he was forced to veto the measure "in the light of budget conditions."

South Dakota's legislature enacted a bill allowing school districts to levy a 10 per cent admission tax to go into a building fund. Only cities, counties or districts maintaining auditorium facilities can levy the tax under the measure, which requires that the money must be used to build or remodel buildings or be invested in interest-bearing bonds.

Tennessee lawmakers repealed a 1949 law authorizing cities and counties to levy a 20 per cent tax on admissions to amusement places. The local taxing power had never produced any revenue because the law stipulated it wouldn't apply so long as the Federal government levied a similar tax of the same amount.

Also enacted in Tennessee was a bill

making the state gross receipts tax on theatres and other places of amusement payable monthly in arrears instead of annually in advance. Killed by the Tennessee solons was a measure proposing a tax of five cents per patron on drive-in theatres.

Failing of enactment in Texas was a measure proposing to exempt from the state amusement admissions tax all tickets selling for less than 80 cents, instead of 50 cents.

A new Delaware law permits the showing of films from noon until 6 p.m. and from 8 p.m. until midnight on Sundays outside of incorporated towns and cities, as was already permitted within incorporated communities. Drive-in theatres will be the main beneficiaries of the new measure.

South Dakota lawmakers killed a bill to legalize Sunday shows, baseball games, operas, ballets and other forms of amusement where an admission is charged.

#### Sunday Bill Rejected

Rejected by the Vermont legislature was a bill which would have allowed Sunday shows to start at 2 P. M. Shows already are permitted Sunday evenings in Vermont. The proposed afternoon shows would have been made subject to local referendums by the defeated bill.

State censorship of motion pictures was raised as a legislative issue in several states, with entirely negative results.

Delaware's legislature rejected a bill proposing the creation of a three-member state board of censors to pass on the morality and propriety of films.

A bill to abolish the Kansas State censor board was buried in legislative committee.

Killed in the Maryland legislature was a controversial bill to tighten the state's censorship law and extend the authority of the three-member state board of censors.

#### Censor Measure Killed

Massachusetts lawmakers killed a bill which would have provided for censorship by the State department of public safety of all foreign films brought into the state.

An unsuccessful attempt was made to repeal Ohio's film censorship law, the constitutionality of which was recently upheld by the state supreme court.

Bills proposing new or more stringent regulations governing the construction and operation of drive-in theatres were introduced in the legislatures of a number of states, with enactments including a new Tennessee law prohibiting the placing of any obstruction between cars in drive-ins.

Apparently aimed at preventing drive-in theatres from putting up partitions dividing stalls in which cars are parked during showing of pictures, the measure provides that no such theatre shall maintain screens or other obstructions.

LONDON: MGM's spectacle, "Quo Vadis," is scheduled to go into general release here September 28 after a run at the Leicester Square Empire where it is to be shown for the first time on a panoramic screen. The film already has enjoyed a total West End run of 71 weeks.

It opened here originally January 25, 1952, at two theatres, the Carlton, Haymarket, and the Ritz, Leicester Square. After 13 concurrent weeks at the two houses, it continued at the Ritz only.

Opposition grows among independent producers to the plan to distribute Group Three product through British Lion. The Group, entirely financed through the National Film Finance Corporation, hitherto has concerned itself with second feature production. The Finance Corporation's James H. Lawrie is credited with the intention of turning over the Group to first feature production.

Independent producers and others protest it is unfair that they should face competition from an organization whose sole budget requirements are met by Government money. They also claim the new setup will make the Government a powerful competitor in their field and put banker Lawrie into the position of an unchallengeable dictator of a considerable section of production. The matter will be raised at the next meeting of the Producers' Association.

In the gaily adorned annual report of Pye, Limited, among the leaders in Britain's radio industry, the company's chairman, Charles Orr Stanley, tilts heavily at the film industry over its official attitude to sponsored TV. Mr. Stanley also is closely connected with the Associated Broadcasting Development Company, whose business is fostering commercial television.

Referring to the film industry, he says: "This must, of course, oppose commercial television because the day commercial television comes, programmes will improve, entertainment will be a great deal more varied, and the public will have more choice in their entertainment." He advises that only two things can save the film industry: a cheaper production cost for better films and participation in commercial television.

#### Dallas "Morning News" Starts Film Directory

DALLAS: In an effort to increase local theatre business, the Dallas "Morning News" has started a cross directory of motion pictures playing in all the Dallas theatres and drive-ins. This project, in which the paper absorbs the cost, lists films and theatres alphabetically in a cross-reference listing.



# MAJORS TURN TO ART HOUSE FOR SPECIALS

by MANDEL HERBSTMAN

The swank, comfortable little art theatres that stud New York have long been the favored show cases for choice foreign pictures. During the past year or so, however, a significant change has been developing slowly.

As a result, major Hollywood companies today are selecting art theatres with increasing frequency as the houses to open certain pictures. Practically every major company has had world premieres of important product at the art houses during the past year, and some companies have had numerous art house openings.

## Two Basic Reasons

The reason for the shift in the product flow to the art houses is basically two-fold. First, many of the Hollywood companies are becoming increasingly aware that certain caliber product can bring home a handsome profit when wisely placed in an art theatre. The same product can get lost when booked into one of the large Broadway houses.

Clem Perry, executive of Rugoff and Becker, New York art theatre circuit, cites four reasons why art theatres are attractive opening places for certain product: 1. They bring good returns. 2. The pictures get an appreciative audience. 3. Low opening budget. 4. Long runs are reasonably assured.

The second factor in explaining the growing appearance of major company films in art houses is that foreign pictures, which once were so widely available, to a great extent have vanished. The reasons are best explained by Noel Meadow, foreign film distributor. For one thing, Mr. Meadow explains, the French and Italians are not turning out pictures in the same number as before and immediately after the war. Another reason is that the financial demands made on an American distributor are such that he considers it an enormous risk. Emphasizing this point, Mr. Meadow asserted that at least 10 distributors of foreign pictures have gone out of business during the past year.

## Most Used by MGM

The company most widely utilizing the art houses is MGM. The wisdom of this policy is best indicated by its production, "Lili," with Leslie Caron. The picture is now in its 25th week at the 52nd Street Trans-Lux. Upon the completion of its run, MGM is putting another of its attractions into the house. It is "The Actress," with Spencer Tracy and Jean Simmons.

Howard Dietz, MGM vice-president of advertising and publicity, declared happily last week that "Lili" at the theatre will rack up a triumphant gross of \$250,000.

"It is a question," Mr. Dietz remarked,

## "QUEEN" SETS RECORD RENTAL AT ART HOUSE

Universal-International's "A Queen Is Crowned," which completed a 10th week at the 450-seat Guild theatre in New York recently is reported to have rolled up the biggest gross of any film to play an art house in the United States for a similar period, and to have already yielded the greatest film rental to U-I from any single engagement in an art house in the U.S. The film rental accruing to U.I. from the Guild alone is understood to be \$95,000. A gross in excess of \$150,000 for the first 10 weeks of the J. Arthur Rank production at the Guild was reported.

"of whether it is most desirable to give the picture a long run at a house of limited capacity, or a short run at a house of large capacity."

Among some of the other pictures MGM has opened at art houses during the past year are "Hour of 13" with Peter Lawford, at the Little Carnegie; "Scandal at Scourie," with Greer Garson and Walter Pidgeon, at the same house; "Bright Road," with Harry Belafonte at the 55th Street Playhouse. Earlier the company put "Pandora and the Flying Dutchman," with Ava Gardner and James Mason, into the Normandie.

## Warners' First Use

This month Warner Brothers went to the art theatre for the first time by opening "So This Is Love," the Grace Moore story starring Kathryn Grayson, at the Normandie theatre. Last Monday Warner Brothers strengthened the drift to art theatres by opening its opulent production, "The Beggar's Opera," at the Baronet theatre. The film was produced by Herbert Wilcox and Sir Laurence Olivier in color by Technicolor and has the latter sing for the first time on the screen.

Universal-International's special film division handles the distribution of films specially designed for art houses, primarily J. Arthur Rank productions. However, the company recently sent a regular June release, "A Queen Is Crowned," into many art houses with encouraging success. Among some of the company's regular art house releases have been "The Promoter," "The Importance of Being Earnest," "Crash of Silence," etc. A few weeks ago "The Cruel Sea" was accorded a glittering opening at the Fine Arts.

Columbia the past year or so opened two of its major productions in art houses. They were the Stanley Kramer production, "Member of the Wedding," and "The Four Pos-

ter," with Rex Harrison and Lili Palmer. Currently having its premiere at the Beekman is its "Mask of the Himalayas."

United Artists has had many art house premieres for Hollywood and British-made pictures. Now in its first run at the Sutton theatre is "The Moon Is Blue." The film also opened at a Broadway house simultaneously. The company's "Limelight" also opened at a Broadway house as well as an art house, Trans-Lux 60th Street. U.A.'s recent release, "Guerrilla Girl," had its premiere at the 55th Street Playhouse. Several other pictures of the company had art house premieres.

## Two RKO Premieres

RKO Radio this year had two art house premieres: "The Sea Around Us," a documentary, and "Face to Face," with James Mason. Both opened at the Trans-Lux 60th Street.

One 20th Century-Fox film had an art house premiere this year. "O'Henry's Full House," an omnibus picture, played the Trans-Lux 60th Street.

Although Paramount has had no art theatre openings the past year, some time back it did have two, both omnibus pictures, "Encore" and "Trio."

The past year Republic was not unknown to art house premieres. "The Lady Possessed," with James Mason and June Havoc, opened at the Trans-Lux 60th Street.

A few years ago, in a press interview, David O. Selznick said pertinently: "Sometimes it is possible to make more money with a premiere in a 450-seat art theatre than in the 6,000-seat Music Hall." The observation has proved its validity time and again.

## Condon Sets Exploitation, Publicity Survey for U.A.

Richard Condon, vice-president of the public relations firm of Norton and Condon, Inc., will undertake a 90-day survey of advertising, publicity and exploitation activities on behalf of films produced for United Artists in Great Britain and Europe. In announcing the assignment of Mr. Condon, former director of advertising, publicity and exploitation for RKO, Max E. Youngstein, vice-president of United Artists, said he will try to develop methods for coordinating information and material from the producers and the firm's publicity offices abroad for use by the home office in New York. Mr. Condon is expected to sail for Europe September 17.

## Paramount Sales Drive Honors Oscar Morgan

Oscar A. Morgan, Paramount general sales manager for short subjects and Paramount News, will be honored by the company with the celebration of Oscar Morgan Week October 25-31, it is announced by A. W. Schwalberg, president of Paramount Film Distributing Corporation. Each year at approximately this time for the past four years, Paramount has set aside a week to pay tribute to the short subjects and Paramount News general sales manager.

# BRITISH FIGHT FILM RENTALS

## Fuller Tells CEA Members Not to Pay Over 50%, as Recommended Ceiling

by PETER BURNUP

LONDON: Exhibitors here are toughening up in their resistance to the higher rentals which American traders are allegedly imposing for 3-D and other special subjects and C.E.A.'s general secretary, Walter Reg-madd Fuller, has disturbed the summer lull with a remarkably outspoken circular letter on the subject.

Mr. Fuller seizes first on MGM's "Quo Vadis" and says that the company's original demands included extended playing time, 50 per cent for the average of a number of best weeks and 70 per cent over, and increased prices.

### Reiterates Opposition

In this regard, Mr. Fuller counsels his members as follows: "The recommendation of General Council not to pay more than 50 per cent for any film still continues and is emphatically reiterated. It has been stated recently that Sam Eckman is abating these terms. If this is so, please tell your local bookers' committee. If he has not done so, do not pay them."

Warners' outstandingly successful "House of Wax" then comes under the Fuller microscope with the suggestion that similar rentals are asked for it. "Again exhibitors are reminded of the recommendation not to pay more than 50 per cent for any film," says the C.E.A. secretary. He bluntly adds: "It will mean commercial suicide if exhibitors proceed to establish a film rental precedent of 70 per cent for 3-D pictures."

Mr. Fuller claims to be unimpressed with the suggestion that 3-D will lead to another El Dorado. "If you have heard reports that 3-D means a repetition of the introduction of talking pictures and its attendant boom, you are being misinformed," he declares.

"If you pay 70 per cent for film rental for one film where will you have the money to pay the loss on those that do not attract additional business? The renter ought to be supplying the polarized glasses. Instead you have to bear the heavy cost and if you need extra staff you will also have to pay for that. If 3-D is to be of use to you it must be less expensive and not mean increased film rentals."

### Linked to Tax Campaign

Mr. Fuller links the higher rental process with his entertainment tax abatement campaign. He comments that increased rental payments will show up in Board of Trade statistics and thus come to the attention of the Chancellor of the Exchequer. The lat-

ter, so the argument runs, will be well aware that the additional hire receipts will proceed to American renters and thereby increase the Chancellor's American dollar problem. "You can forget about entertainment tax relief if you increase your payments for film hire to the American renters," he says.

### Attacks U.S. Policy

The manifesto takes a crack also at recent complaints that American renters seek to impose an unwarranted sale-condition by insisting that supporting programme subjects be included in a first-feature deal. Mr. Fuller advises his members to bring any such complaint to the notice of the C.E.A. local branch. "You will be surprised how much attention is paid by the renters when you complain in public at the branches," he says.

The string of Mr. Fuller's unexpected onslaught is to be discerned. The circular concludes: "Film rentals, as always, have already become the most pressing problem capable of solution with a united effort at this moment. . . . Until relief is actually obtained from other sources film hire is the only item of your expense which is immediately capable of reduction, but you will not get it unless you 'go after it.'"

The manifesto is accepted here among the better informed as a sighting-shot in preparation for a winter barrage directed not so much at the preservation of the existing 50 per cent rental ceiling but at a general over-all reduction in film hire.

Surprise is manifested in orthodox circles that the C.E.A. general secretary should have taken an unusual and unilateral action in the matter; the suggestion being made that he should have had recourse to established machinery—i.e. the joint CEA-KRS committee—if he had a complaint about rental rates. But Mr. Fuller is an accomplished and experienced tactician and no mean opponent (for that matter, propagandist also), as renters long have been aware.

### Abeles Reacts Promptly

Warners' Arthur Abeles reacted promptly to the Fuller bomb shell. He admitted that special terms were asked for "House of Wax" but claimed that in very few instances had the resulting percentage exceeded 55. Metro's sales staff withheld comment. It is considered significant, however, that other American companies with 3-D subjects shortly going into release—they include U.A., RKO Radio and Universal—have no announcement currently to make on distribution terms. U.A.'s "Bwana Devil" went out on ordinary terms.

Mr. Fuller and his followers clearly have their eyes on the future. The film-hire

potter, it is felt, will come to the boil just about the time CinemaScope subjects arrive on the market which may well give concern to 20th-Fox sales people.

Rental rates may not figure overtly on the agenda of the forthcoming monetary agreement talks in Washington but their ghostly reflection will brood over the proceedings. Surprise, incidentally, was expressed privately in higher reaches of the Board of Trade to your London Bureau at news-stories printed in the U. S. to the effect that a larger-than-usual delegation will travel from this side. The Board later officially announced that it will be a two-man party only, as before. It will consist of Sir Maurice Deean, second secretary to the board and in charge of home trade, and Sidney Golt, chief of the board's Films Division.

The two officials will fly to Washington—according to present plans, on September 21. Despite the recent improvement in Britain's gold reserve position, free convertibility of sterling is still a remote hope. It is understood authoritatively that Sir Maurice and Mr. Golt have been instructed to refuse any increased American drawings on the dollar account. The desirability of maintaining the present turn of American production here is nevertheless fully appreciated. Some adjustment or easing of the present agreement's provisions in that regard may be negotiated.

Although the future of the Eady Plan will not have been established by the time of the Washington meeting, the talks will proceed on the assumption that the need will not arise of a statutory enforcement of the Plan.

## Set "Maze" Exhibitions For United Kingdom

"The Maze," Allied Artists' first 3-D feature, has been set for release in the United Kingdom, it has been announced by Norton V. Ritchey, president of Monogram International Corporation, who has recently returned from a trip to London where he conferred with executives of Associated British-Pathe. The feature will receive a special pre-release run September 7 at the Astoria theatre, Brighton, and follow with advance runs in Manchester, Oxford, Bristol and Cambridge. Following the film's pre-release showing, it will be booked in all the ABC theatres equipped for 3-D projection.

## United States Pictures Gets "Men from Earth"

United States Pictures has acquired the screen rights to "The Men from Earth," a science fiction story by Phil Yordan, it has been announced by Milton Sperling, president. Mr. Yordan is writing the screenplay for the production, which will be released by Warner Brothers. Mr. Sperling also announced that his company currently is negotiating for four other story properties. Mr. Sperling's production for Warner of "Blowing Wild," starring Gary Cooper, Barbara Stanwyck, Anthony Quinn and Ruth Roman, is set for fall release.

# 'Eternity' Is The Leader On Broadway

Gross records continued to topple as "From Here to Eternity" once again this week headed the list of first run New York box office performers. "I, the Jury" and "War of the Worlds" entered the scene with substantial grosses in what was described as a good business week on Broadway. In Chicago, gross reports indicated that patronage was continuing at a generally good level.

## 'Eternity' Gets \$160,000 in Third

For the third week in New York, "Eternity" piled up torrid grosses estimated at \$160,000, to give the film a total gross of approximately \$500,000 for the first three weeks at the Capitol theatre, where it is playing without a stage show. There is still no indication of any marked drop in business for the film.

"I, the Jury," in 3-D, is expected to finish its initial week at the Criterion with a sturdy \$48,000. "War of the Worlds," in its second stanza at the Mayfair, should reach a strong \$44,700. In the seventh and final week "The Band Wagon" at the Radio City Music Hall collected a neat \$127,000 gross before bowing out Thursday for "Roman Holiday."

The Paramount's current attraction, "Master of Ballantrae," was expected to gross a good \$53,000 in its third and final week before making way for "Plunder of the Sun" and a Dean Martin and Jerry Lewis stage show on Wednesday. "Mister Scoutmaster" had its premiere at the Roxy Thursday replacing "Gentlemen Prefer Blondes" which enjoyed a run of more than six weeks. During the last nine days of its run, "Gentlemen" did a substantial \$95,000 business.

The first week of "The Sword and the Rose" at the Rivoli is expected to do a fair \$25,000. At the Booth, the two-a-day "Julius Caesar" held up strong with an estimated \$14,700 expected for its twelfth week. The Astor reported continued strong business for "Stalag 17" with \$29,000 in store for its eighth week. The twelfth week of "This Is Cinerama" at the Warner hit a big \$48,000.

## Grosses Good in Chicago

In Chicago, the McVickers had another good week as "Abbott and Costello Meet Dr. Jekyll & Mr. Hyde" and "Man from the Alamo" appeared headed for at least \$26,000 for its initial week. "White Witch Doctor" is doing quite well at the Chicago, with a gross of \$65,000 forecast for its opening week. Also moving in line in the gross parade were "The Stranger Wore a Gun" which pulled a fine \$26,000 at the U.A. and "Gentlemen Prefer Blondes" which seemed likely to top \$27,000 for its fourth week at the Oriental. "All I Desire" hit \$13,000 for its opener at the Monroe.

# People in The News

JAMES R. GRAINGER, president of RKO Radio Pictures, is in Hollywood for conferences with HOWARD HUGHES, chairman of the board, and C. J. TEVLIN, vice-president in charge of studio operations, and other company executives. Mr. Grainger has just returned from a tour of the Chicago, Denver and San Francisco company exchanges.

WILLIAM PINE, of the production firm of Pine-Thomas, replaced JESSE L. LASKY, producer, on CBS-TV's "Summer School" program on Wednesday. The show was devoted to the screen's contributions to the arts.

ABE BLOOM, head of concessions for Balaban & Katz, has been appointed chairman of the Theatre Owners of America concessions committee to fill the unexpired term of LEON J. LEVENSON, deceased. The appointment was made by ALFRED STARR, president of the TOA.

HAROLD BEECROFT has resigned as head of the Paramount Film Distributing Corporation bidding department. He will enter business for himself.

RICHARD ROMNEY has been appointed production assistant for Theatre Network Television, Inc.

MILT WATT has been promoted to studio publicity director for Republic Pictures, replacing MICKEY GROSS, resigned. Mr. Watt has been assistant publicity director for the studio for the past three years.

TERRY TURNER, of General Teleradio Corporation, New York, has been retained by Allied Artists to handle the television and radio campaign for "Riot in Cell Block 11."

A. H. FISCHER has been appointed special representative for SIDNEY KRAMER, RKO short subjects sales manager, in the short subject and 16mm departments, it has been announced by CHARLES BOASBERG, general sales manager.

WILLIAM L. TAUB, president and managing director of the Hispano theatre, New York, has returned from a trip to Mexico City, where he purchased a number of films.

H. H. EVERETT, chairman of the board of Stewart & Everett Theatres, Inc., Charlotte, N. C., has been appointed acting president of Queens College, North Carolina, of which he is chairman of the board of trustees.

ED BERKSON, vice-president in charge of TV for Screencraft Pictures, Inc., has announced the appointment of Tom Corradine & Associates as the company's west coast television representative.

LESTER IRWIN, Paramount salesman in Cleveland since 1938, has been appointed office manager, head booker and sales assistant to HARRY BUXBAUM in the company's Cleveland exchange.

E. O. WILSCHKE, operations manager of Altec Service, has left New York for a tour of company division and branch offices.

RICHARD THORPE, director has arrived in Belfast, Ireland, to shoot background for MGM's "Knights of the Round Table."

GRAHAM KISLINGBURY, San Francisco district manager for North Coast Theatres, has been named industry chairman for the United Crusade Drive, which will start September 6 in San Francisco. Appointed division chairmen were FRANK HARRIS, of United Artists; JACK MARPOLE, of National Screen Service; and HARRY BECKETT, of the B. F. Shearer Co.

EDWARD D. MADDEN, former vice-president in charge of television operations and sales for the National Broadcasting Company, has been named vice-president of Motion Pictures for Television, Inc., it has been announced by MATTHEW FOX, chairman of the board.

## Plans Set For Testimonial For Lichtman of 20th-Fox

Approximately 117 exhibitors and 1,300 employees will co-sponsor the 20th Century-Fox Al Lichtman testimonial, August 30 through October 3. The exhibitors involved operate more than 5,113 theatres, all of which will play a part in the testimonial. Company officials have announced that this will be the first time that exhibitors have joined company employees in paying tribute to one of its officers. Division and branch managers of 20th-Fox believe that the period should develop a new five-week record for

the company because of the concentration of top U. S. and Canadian exhibitors taking part in the drive. Of the exhibitors acting as co-sponsors, 71 have been doing business with Mr. Lichtman 20 to 40 years.

## Jack Warner Buys Stock

Jack L. Warner has increased his direct holdings in Warner Brothers to 231,099 shares with the purchase of 5,000 shares of common stock, it has been reported by the New York Stock Exchange. Mr. Warner is a beneficiary in trust holdings which amount to 12,750 shares of common.



# Hollywood Scene

by WILLIAM R. WEAVER  
Hollywood Editor

LAST WEEK the Nord Extended Area 3-D Process, subject of a press conference a fortnight earlier, was demonstrated at the Pickwood theatre, a neighborhood house chosen as typical (average) in most respects and admirably equipped for demonstration purposes. The first demonstration was given for the press Tuesday, and was to be followed by showings for the various studios and the major independent producers.

By weekend the technological staffs of Universal-International and of Paramount had witnessed demonstrations, and others were to do so later. No comment from studio technologists was forthcoming immediately, of course, and the demonstrations were to continue this week.

## Demonstration for Press Given in Two Parts

The demonstration for the press was given in two parts, one of which came off better than the other. The first consisted of a screening of some sequences from "I, the Jury," the second of two specimens of 3-D footage that had been photographed, as well as projected, by the Nord process. The "I, the Jury" sequences had been photographed for the usual two-projector type of 3-D, and the two prints (right eye and left eye) had been photo-printed on a single strip of film for the Nord system use. This was pretty trying stuff in the opening scenes, but got better as Dr. Roy Clapp, inventor of the process, effected adjustments.

The footage shot with the Nord camera was flawless (but the Nord concern is not interested in marketing its camera process, as yet, said Nathan Supak, chief executive).

As has been stated previously, the Nord system consists of a beam-splitting device, placed in front of the projector lens, which throws upon the screen, from a single film strip, on which the two eye-viewers have been photo-printed, the same double-image (save that it's in 1.80:1 aspect ratio) as do the usual two projectors. Polaroid viewers are required.

## One of Three Single-Strip Methods Under Test

The Nord process is one of three single-strip methods of 3-D known to be in existence, at various points of development, around here. One of the others is a relatively little known process developed by Milton L. Ginzburg, president of Natural Vision Corporation, and the other is a system developed by Friend Baker, a veteran Hollywood technologist, who has demonstrated it to limited groups on certain occasions.

None of the three appears to be on the point of widespread adoption, although that situation can change in a split flash if the technological revolution continues at the rate it's been moving since last Thanksgiving 'eve when "Bwana Devil" premiered at the local Paramounts, to start an international turmoil. Until such a thing happens, however, all of the single-strip 3-D systems have to be regarded as test tube jobs.



FOUR OF the seven pictures started during the week are in color by Technicolor, one is in CinemaScope, another in 3-D, and all are being photographed in such wise as to be amenable to wide-screen projection (the CinemaScope picture, naturally, for the widest, 2.55:1.)

(It would be pretty nice for everybody concerned, it may be conjectured here without much likelihood of dispute, if the producing companies were to agree on one or another of the aspect ratios between 1.33:1 and the anamorphic extreme, and stick with it long enough to find out what the public reaction, over a period and an expanse, is to be.)

The CinemaScope undertaking, 20th-Fox of course, is "Night People," and it is being shot in Germany, with Nunnally Johnson as producer-director. The cast includes Gregory Peck, Broderick Crawford, Walter Abel, Buddy Ebsen, Rita Gam, Casey Adams, Peter Van Eyck and others. Like all CinemaScope productions so far, it's in Technicolor.

Technicolor is in use also by the Universal-International junket shooting "The Far Country" in Canada. This is a production by Aaron Rosenberg, directed by Anthony Mann, which has James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan (where's he been?), J. C. Flippen, Henry Morgan, Steve Brody—a whopping cast.

Leonard Goldstein is filming his Panoramic Production (the corporate name of the setup under which he produces non-CinemaScope pictures for 20th-Fox release) entitled "Three Young Texans," which Henry Levin is directing. Principals, so far as named up to writing time, were Jeff Hunter, Keefe Brasselle and Mitzi Gaynor.

Another Panoramic Production for 20th-Fox release, "Man in the Attic," is being produced for Goldstein by Robert Jacks, and directed by Hugo Fregonese. Jack Palance and Constance Smith head the cast.

Sam Katzman's Eskay Pictures, releasing through Columbia, is producing "The Battle of Rogue River" in Technicolor. George Montgomery, Richard Denning and Martha Hyer are top principals.

Allied Artists launched "House in the

## THIS WEEK IN PRODUCTION:

### STARTED (7)

**ALLIED ARTISTS**  
House in the Sea  
(3-D, W.S.)  
Riot in Cell Block 11

Three Young Texans  
(Panoramic Prod.,  
20th-Fox release,  
Technicolor)

**COLUMBIA**  
Battle of Rogue River  
(Eskay Pic. Co.,  
Technicolor)

**20TH CENTURY-FOX**  
Night People  
(CinemaScope,  
Technicolor, Munich)

**INDEPENDENT**  
Man in the Attic  
(Panoramic Prod.,  
20th-Fox release)

**UNIV.-INT'L**  
The Far Country  
(Technicolor, W.S.,  
Canada)

### COMPLETED (4)

**MGM**  
Gypsy Colt  
(Anasco Color)  
The Flame and the Flesh  
(Technicolor, Wide  
Screen, Europe)

(Edmund Grainger  
Prod., Technicolor)

**RKO RADIO**  
The French Line

**20TH CENTURY-FOX**  
Hell and High Water  
(CinemaScope,  
Technicolor)

### SHOOTING (19)

**ALLIED ARTISTS**  
Dragonfly Squadron  
(3-D)

Hell's Half Acre  
(Honolulu)

**COLUMBIA**  
The Caine Mutiny  
(Kramer Co., Technicolor)

**RKO RADIO**  
Rangers of the North  
(3-D, Technicolor)

**INDEPENDENT**  
Americano  
(Maulin Prod., U.A.  
release, Brazil)

**20TH CENTURY-FOX**  
We Believe in Love  
(Technicolor,  
CinemaScope, Rome)  
River of No Return  
(CinemaScope,  
Technicolor, Canada)

**MGM**  
Miss Baker's Dozen  
(Anasco Color)  
Rose Marie (Eastman  
Color, CinemaScope)  
Knights of the Round  
Table (Technicolor,  
CinemaScope,  
London)

King of the Khyber  
Rifles (CinemaScope,  
Technicolor)  
Prince Valiant  
(Technicolor,  
CinemaScope)

**PARAMOUNT**  
Casanova's Big Night  
(Technicolor,  
Wide Screen)  
Knock on Wood  
(Technicolor,  
Wide Screen)

**UNIV.-INT'L**  
Yankee Pasha  
(Technicolor)  
Saskatchewan  
(Technicolor,  
Canada)

**REPUBLIC**  
Jubilee Trail  
(Trucolor)

**WARNER BROS.**  
Dial M for Murder  
(3-D, WarnerColor,  
All-Media)  
Rear Guard  
(3-D, WarnerColor,  
All-Media)

Sea," a William F. Broidy production in 3-D and for aspect ratios up to the company's favored 1.85:1, with leave to expand from there if preferred, directed by Jerry Juran. Joan Bennett returns from the stage to the screen in this film, with Richard Conte, Wanda Hendrix, Iris Adrian, Reed Hadley and Mary Beth Hughes.

Walter Wanger put "Cell Block 11" into production for Allied Artists with Don Siegel directing Neville Brand, Emile Meyer, Robert Osterloh, Bill Phipps and Leo Gordon.

# The National Spotlight

## ALBANY

Fabian's Palace will be the first Albany exchange district theatre to play "The Robe." Stereophonic sound is to be installed in the 3,650-seater. . . . F. Chase Hathaway's Hoosick drive-in, North Hoosick, attracted good business with its third 3-D. . . . Walter Reade, Jr. visited Saratoga for check-ins at the Community theatre and Community Court Motel. . . . Martin Moskowitz, 20th Century-Fox Empire State division manager, and Nat Rosen, Albany manager, spent two days at Schine Circuit offices in Gloversville working out a deal. . . . Fred Haas, construction engineer for Fabian Theatres, was in town. . . . Jack Keegan, Republic booker and Paul Wallen, Grand manager, left for vacations. . . . Negotiations for a new contract between the stage hands' local and Albany theatres continue. A "maintenance" clause is one of the points reported under discussion. . . . Friedma Hanneman, secretary to John Wilhelm, Fox head booker and office manager, was married to Kenneth Smith at St. Mary's Church, Hampton Manor, Aug. 15.

## ATLANTA

Thurman Rogers has taken over the Rogers Theatre, Montgomery, Ala. . . . J. E. Hobbs, branch manager, Monogram Southern Exchanges, back after a sales meeting with Allied Artists in Chicago. . . . President William Richardson, Astor Pictures, back after a trip to Tennessee. . . . Also back from the same company is Don Hassler. He is office manager and booker. . . . Mrs. Rose Lancaster, Astor Pictures, with her husband, back from Miami, Fla. after visiting their son and daughter in law. . . . Paramount manager, Sam George, with the family, is back after a vacation spent in Daytona Beach, Fla. . . . W. D. Hendley, assistant manager, is off for a trip to Florida and Edna McDaniel, cashier, is back from New York. . . . Johnnie Harrell, Martin buyer, and Hap Barnes are back after a trip to Jacksonville, Fla. . . . Bernard Jacon, vice-president and general manager IFE, was in Atlanta at the local branch. . . . John and Lucille Orr, Columbia Pictures, are back at their desks from Florida. . . . C. D. Grimes has purchased the WJRD, Auditorium theatre, in Tuscaloosa, Ala., from R. H. Hook, of Aliceville, Ala.

## BOSTON

Preliminary negotiations have taken place between American Theatres Corp. and Boston University regarding the transference of the property housing the shuttered Esquire theatre, owned by ATC and assessed for \$225,000. It is expected that Boston University will use the property for its drama and music departments if the deal goes through. . . . When "A Queen Is Crowned" entered its eleventh week at the Exeter Street theatre it shattered the long run record for the theatre held previously by "Kon-

Tiki". . . . Two new drive-ins opened in August in Maine. The Belfast drive-in for 300 cars opened on the 8th under the Graphic Circuit banner and the St. Croix Valley drive-in in Baring near the Canadian border opened a week later. This theatre has accommodations for 400 cars and cost approximately \$60,000 to build. . . . "Duffy" Lewis has decided to shutter the Provincetown theatre for the winter for the first time in the 32 years of the theatre's existence.

## BUFFALO

George H. Mackenna, general manager, Basil's Lafayette, is vacationing at Morrison's Camp on Lake Chandus in the Bi-wartha lakes district of northern Ontario. Mackenna is chairman of the finance committee for the Elmer F. Lux for mayor campaign. He will return to Buffalo Monday. . . . "War of the Worlds" opened big at the Paramount Friday following a terrific saturation radio spot campaign by Paramount Pictures which covered over 30 openings of the George Pal production in the Buffalo exchange area. . . . "The Moon Is Blue" opened to excellent business at the Lafayette, where it is now in its second week. . . . Ed DeBerry, manager of the local Paramount exchange, is back from a North Carolina vacation. . . . Walter Dion and Russell Cook are the projectionists working in the Regent during the tests of the new Todd-American Optical projection system. Tests constantly are being made for visiting "big shots" of the industry, but all are very "hush-hush." . . . Morris Altman, former chairman of the

Stadium and Auditorium Board and brother of Harry Altman, operator of the Town Casino in Buffalo and the Glen Casino in Williamsville, is dead. He had been hospitalized for nine weeks.

## CHICAGO

Sam Miller of Rhinelander, Wis.; Gladstone, Mich.; and San Jacinto, Calif., was in town visiting with George Weinberg of the local Warner exchange and friends along Film Row. . . . Don Rose, Chicago boy who has made his mark as a screenwriter, was in from the Coast visiting with his parents. . . . Mr. and Mrs. John Balaban, now vacationing in Eagle River, Wis., have scheduled a European trip starting Sept. 18. He is the president of Balaban and Katz Theatres Corp. . . . "Red" Magen of the Allied Buying and Booking Service is on vacation in Colorado. . . . Kewanee, Ill., exhibitor, Rudd Lohrenz, former Warner Brothers Chicago branch manager, is bringing out permanent-type polarizing 3-D viewers to be sold in theatres. The price has not been set as yet, but chances are it will be in the neighborhood of two dollars a pair.

## CINCINNATI

The consensus of exhibitor opinion here is that a change in the price structure now would set up definite patron resistance, and depress the business curve, which has risen appreciably during the past several weeks. Generally, a cautious attitude prevails in connection with any upward revision of the price scales. . . . Funeral services were held here August 20 for Nelson G. Trowbridge, 73, who died in his home of a heart ailment. He was manager of the Shubert, Cox and Taft theatres for many years until illness forced his retirement. A son and two daughters survive. . . . A \$40,000 goal has been set by the Cincinnati Variety Club, Tent No. 3, for the Old Newspaper Boys' Day, set for September 22, the proceeds to be turned over to the Hamilton County Council for Retarded Children, which the club is jointly sponsoring. Men in all walks of life who were newsboys in their youth will sell the special edition of the Cincinnati Times-Star, although the other local newspapers, radio and television stations are cooperating in the promotion. Last year approximately \$22,000 was realized from the event. . . . Frank Seltz, operator of the drive-in theatre at St. Henry, Ohio, has acquired the Columbia theatre, in Coldwater, Ohio, from Mayor Sylvester Moorman.

## CLEVELAND

"Shane" holds the year's record of popular priced engagements with five weeks run downtown. Only other picture that exceeded this was "Moulin Rouge" playing 9 weeks at advanced prices. . . . David (Dan) Rosenthal, United Artist branch manager is in

(Continued on following page)

## WHEN AND WHERE

**September 1-2:** Annual convention, West Virginia Allied Theatres Association, Matz Hotel, Bluefield, West Virginia.

**October 3-4:** Fall board meeting, Allied States Association, Sheraton-Plaza Hotel, Boston.

**October 5-7:** Annual convention, Allied States Association, Sheraton-Plaza Hotel, Boston.

**October 31-November 5:** TESMA convention and trade show, Conrad Hilton Hotel, Chicago.

**November 1-5:** Theatre Owners of America, annual convention, Conrad Hilton Hotel, Chicago.

**November 12:** Annual dinner, Motion Picture Pioneers, Hotel Astor, New York City.

(Continued from preceding page)

Euclid Glenville Hospital for surgery. . . . Lester Dowdell, Warner booker, is convalescing at home after an 8-week hospitalization. . . . Marge Sapolis has been appointed secretary to 20th-Fox branch manager, L. J. Schmertz. . . . Marshall Fine, Jimmy Kalafat and Irwin Shenker are back from a Canadian fishing trip. . . . Ashland drive-in, 450 car outdoor theatre built by Willi Eckert on route 250, opened Aug. 19. . . . Elmhurst Theatres, Inc. is re-opening the Civic theatre, Postoria, with 3-D. . . . Mike Masandrea re-opens the Mayfield theatre next week with his usual week-end policy. House usually closes during the summer. . . . Ben L. Ogron, of Ohio Theatre Supply Co., installed panoramic screens in the Berea theatre, Berea and the Vine theatre, Wiloughby, both owned and operated by Modern Theatres. . . . Joe Leavitt, projectionist and Marie Zellen will be married Sept. 1. . . . Cliff Pegg, manager of the Mayland theatre is strengthening public relations ties with his community by turning the theatre over to the Mayfield Height Auxiliary Police Force Oct. 6 for a benefit performance to help raise \$950 needed for safety equipment. Tickets will be sold at \$1.00.

## COLUMBUS

Wide screen installations combined with top product like "The Band Wagon," "Gentlemen Prefer Blondes" and "The Caddy" have given three downtown houses several of the best weeks in recent years. . . . RKO Palace, Loew's Ohio and Loew's Broad now have panoramic screens. . . . "Martin Luther" did good business at RKO Grand. . . . Thomas McCleaster, Cleveland, new district manager for Twentieth Century-Fox, was a local visitor last week. . . . Neth's State and the Linden are the first two local neighborhood houses to install 3-D equipment. . . . Mrs. Ethel Miles was hostess to hundreds of Columbus Dispatch and Ohio State Journal carriers at shows at the Hudson, Garden and Drexel.

## DENVER

All the afternoon events of the annual Denverties of Variety Tent 37 were rained out. Golf was played in the morning and the dinner-dance, with a 275 capacity crowd, attended. Golf winners included Sid Shuteran, Father Monahan and Roy Yost. Jim Ricketts, drove away the Kaiser car given as a door prize. . . . Western Union has closed its film row office, now that most of the exchanges have their own direct wires. . . . Chet Miller, retired city manager, Fox Inter-Mountain Theatres, Sterling, Colo., sells holdings there and moves to California. . . . "Moon Is Blue" still filling Aladdin in sixth week and seemingly headed for record gross for city. . . . Rodney Knox, manager Peak drive-in, Wheatland, Wyo., and Miss Doma Periman, Durango, Colo., to be married there Aug. 30. . . . Dave Davis, general manager Atlas Theatres, father to son, David Evan Davis. . . . Clarence Martin, owner of Alpine, father of son, Harve, Mother, Dixie, formerly employed at Fox, Rawlins, Wyo.

## DES MOINES

The Strand theatre, long a landmark in downtown Des Moines, will be closed Sept. 15. Its owners have leased the buildings to the Frankel Clothing firm, and Tri-States

## JOINS STANDARD AS GENERAL MANAGER

Alfred D. Kvoof of Milwaukee, zone manager for the Stanley Warner Theatres, has resigned, effective August 28th, and will be



Alfred D. Kvoof

general manager of Standard Theatres, Inc. He succeeds L. F. Gran, who will devote his time to television station interests in which he is associated with James Costen, owner of the Standard circuit.

Mr. Kvoof, who has been with Warners 20 years, was placed in charge of their Chicago office in 1951, but retained his office and home in Milwaukee. In his new position Mr. Kvoof will supervise 32 Wisconsin theatres, including the Riverside and the Highway 41 Drive-in in Milwaukee for Standard. He has also served on the Milwaukee motion picture commission.

A year ago Mr. Gran became half owner and general manager of the Milwaukee Area Telecasting Co., which sought a permit to erect a \$658,870 TV station in Milwaukee with a transmitter near Prospect, Waukesha County. The application is still pending. He is also the largest stockholder in a new TV station at Rockford, Ill., and is interested in establishing one at Green Bay, Wisconsin.

Theatre Corp., which has operated the theatre for many years, does not plan to reopen elsewhere. The Strand is the second downtown theatre to close this year; the Rocket went dark in June. . . . Russ Fraser, former advertising manager and publicity director for Tri-States Theatre Corp., has been named manager of Kent theatre here, which is operated by the Cowles Broadcasting Corp. Fraser succeeds Duane Peterson, who resigned to join Paramount Attractions of Chicago. . . . Chester Pruyn of Ankeny has leased the Sun theatre at Woodward from Fred Bullen. . . . Air conditioning has been installed at NSS and is a most welcome addition to the offices, employees say. . . . Hazel Hudson, Warner inspectress, was hospitalized recently and received several blood transfusions. . . . Bill Waters, Jr., Universal booker, is still waiting to bring his new son home from the hospital. The child weighed only 3 pounds at birth and is being kept at the hospital until he gets a little huskier.

## DETROIT

Krim theatre in Highland Park has installed a doctor call board. Located at the left of the screen the board lights up in numbers without interrupting the program. Doctors simply leave name with the cashier and are assigned a number. Believed to be the first installation of its kind it includes a special telephone line for doctors calls. . . . Hollywood and Roxy theatres are carrying

the Coronation films making them among the summer's best sellers here. . . . Local meat packer provides one minute colored trailers for drive-ins carrying their line of hot dogs. Fresh air impresarios report as high as 20% increase in food sales. . . . Fifteen mayors gathered in the lobby of the Music Hall prior to guesting at a Cinerama showing.

## HARTFORD

Newest amusement concern in Connecticut is General Theatres, Inc., which has filed a certificate of incorporation with the West Hartford town clerk's office, listing as incorporators Louis Lipman, Pauline P. Lipman, Morris Keppner and Helen E. Keppner. . . . Variety Club of Connecticut, Tent 31, sponsored a benefit boxing show Aug. 24, at West Haven Municipal Stadium, with proceeds going to the New Haven Register-Family Service Fresh Air Fund. Acting chief barker Sam Wasserman served as general chairman and also chairman of the arrangements committee, which included Harry F. Shaw, Barney Pitkin, Harry Feinstein and Atty. Herman M. Levy. . . . Barney Tarantul, partner, Burnside Theatre Corp., East Hartford, Conn., and Mrs. Tarantul are making their 30th wedding anniversary. . . . Sal Adorno, Sr., general manager of the M&D Theatres, Middletown, Conn., is marking his 74th birthday. . . . Sam Harris, partner, State theatre, Hartford, and Mrs. Harris have returned from a three-month tour of Europe.

## INDIANAPOLIS

Rex A. Carr has succeeded the late Al Blocher as buyer for the Y & W Management Corp. Carr will continue to operate his Ritz and Zaring theatres here. . . . Marc Wolf, chief barker of Indianapolis Tent No. 10 of Variety, discussed the motion picture industry's problems in a talk before the Lions Club Tuesday. . . . Del Buckley, formerly with RKO in Montreal, is now office manager at the Columbia exchange here. . . . Greater Indianapolis has shifted both the Indiana and Circle back to Wednesday openings, after trying later week days. . . . Claude McKean, chairman of the Variety Club's golf tournament at the Indianapolis Country Club Monday, reported more advance reservation than in any previous year. . . . Wm. A. Carroll, secretary of the Allied Theatre Owners of Indiana, is back at work after a vacation trip East.

## JACKSONVILLE

Herman Silverman, head booker for the Wometco circuit in the Miami area, was here on business. . . . Jeanne Vavanaugh has resigned her post as head cashier at Universal. . . . Harry Botwick, Florida State Theatres executive, went to the NAMA convention in Chicago. . . . Leon D. Netter, EST president, is back from a Miami trip. . . . A. J. Terranova, Metro booker, and Pat Tufano, Metro secretary, were both vacationing. . . . A recent checkup revealed that Lee's drive-in theatre, tiny 140-car outdoor at Keystone Heights, owned and operated by veteran Bill Lee, was the State's first drive-in to show 3-Ds. . . . Tom Rawlings, former Dallas, Tex., theatre man, is now George Krevo's assistant at the Palace. . . . Mrs. Bobby Preacher is subbing for Col. John Crovo, Arcade manager, while he is on vacation. . . . Announcement was made

(Continued on opposite page)



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that Florida State Theatres' accounting department would be moved to Atlanta for consolidation with the Wilby-Kincey circuit's accounting department. . . . The first-run Florida and St. Johns are running mid-night shows on Saturday night.

## KANSAS CITY

The six-state strike of telephone employees has hampered but not so far seriously obstructed communications in the film industry. . . . One effect of the strike is to delay installations necessary for providing screen television. . . . A strike of employees in public storage warehouses, ended after 10 days, threatened to cause shortages of supplies for concession stands in theatres. Exhibitors were able to secure some supplies through other means, providing their own Transportation. . . . William Gaddoni, branch manager for MGM at Kansas City, leaves shortly to attend a meeting on the coast to look at new product. . . . The downtown Esquire theatre of the Fox Midwest circuit is showing "Martin Luther"; having the cooperation of the local Council of Churches and distribution of tickets through churches at a reduced price. . . . A few theatres in the area have raised admission prices in the past two weeks; but so far there has been no marked proportion of theatres doing so. . . . "Lili" is in its fifteenth week at the Kino. . . . "The Importance of Being Earnest" is in its fourth week at the Vogue.

## LOS ANGELES

"Sunny" Thompson, secretary to Frank Prince, FWC booking department head, has resigned her position in order to take up residence in Fort Worth. . . . Pop-corn tycoon Arthur Unger and his wife were in town from San Francisco. . . . Frank Fouce, president of Fouce Theatres, completely recovered from a recent illness, took off for Mexico and Cuba on business. . . . Harry Stern, who managed the Azteca branch in Chicago, has returned to Los Angeles to represent Azteca in this territory. . . . Norman Newman and Sherill returned from a business junket to San Francisco. . . . Ned Calvi, Hawthorne exhibitor, and his wife off on a cruise to Hawaii. . . . Sam Stiefel, operator of a number of theatres in Southern California, has acquired the long closed Gem, Garden Grove, from Leo White. House will be readied for re-opening by Sept. 4. . . . Joe Seney, Southside Theatres booker, returned from a vacation in San Francisco.

## MEMPHIS

Several Memphis neighborhood theatres have advanced their admission prices from 50 to 60 cents for adults. First run admission prices were increased two weeks ago. . . . Lawrence Lancaster has opened a new theatre, the Best, at Bisco, Ark. . . . Betty Beckham, clerk, Paramount and Jimmie Baker, of the Marines, were married. . . . Steve Stein heads a new corporation, Met Enterprises, Inc., which has just purchased the Met theatre and Met drive-in at Jackson, Tenn. . . . Sunset drive-in, West Memphis, Ark., just across the river from Memphis, is showing the Chaplin picture, "Limelight," which was banned sight unseen in Memphis by the Board of Censors. . . . "The Robe," first CinemaScope production, will open at Malco in Memphis Oct. 7 on Malco's new CinemaScope screen. . . . R. G. Varner has

built a new 350-car drive-in, the Warren, which he plans to open Sept. 1 at Warren, Ark. . . . Tate Baker, salesman at RKO, has resigned to work as a salesman at Columbia. He replaces J. H. Martin, Columbia salesman, who resigned to operate his own drive-in theatre at Osceola, Ark.

## MIAMI

The 850-car Turnpike drive-in, owned by the Bernstein circuit, held a gala opening August 25. The theatre is managed by "Sal" Joseph, from Cleveland, Ohio. . . . To see the mostest the fastest, the Caribbean cruise of the Hal Kopplins will find them island hopping via planes and the Wometco art director may find future inspiration from the lush colors of the tropics. . . . Al Panetz, assistant to James Barnett at the Olympia, was off on a vacation. Manager Barnett's recent vacation to New York is now a pleasant memory. . . . Biltmore manager, George Aylesworth, chose Nassau as the locale for his holiday recently. . . . Hold-overs in the area included "The Band Wagon" at the Flamingo and Paramount; "Lili" at the Olympia; and "The Story of Three Loves," Royal. . . . Vacationers include manager Oran Cohen of the Strand and Joe Fink, assistant at the 27th Avenue drive-in.

## MILWAUKEE

The Fox-Strand theatre has re-opened with Miss Estelle Steinback, widely known Milwaukee theatre woman, taking over the managementship. The Strand, closed since June 10, will show unusual first run films, mainly single features. Miss Steinback formerly managed the Fox-Downer on the East Side where a wide audience was gained for its foreign films under her direction. The opening run at the Strand is the 3-D "Arena," with such movies as "Lili," "Martin Luther" and CinemaScope pictures following. . . . The new manager at the Downer is Robert W. Pritchard, formerly of the Modjeska theatre. The Downer house will occasionally show foreign pictures. . . . The new office girl at Wisconsin Allied, replacing Miss Thur, is Mrs. Doug. Mellin. . . . Wilfred Steinmann of Manti, Utah, a movie theatre operator there, flew his family here in his own private plane to visit his parents, the William Steinmanns who run the State Hotel here.

## MINNEAPOLIS

"The Moon is Blue" opened at the World with no repercussions, although the film earlier met some opposition in St. Paul from its city council. The picture will not be shown in St. Paul, according to Ted Mann, operator of the World theatres in both Minneapolis and St. Paul, mainly because of opposition by church groups. . . . Joe Schikora has been named assistant manager of the loop Gopher. He formerly was in the shipping department at 20th-Fox and before that was manager of the now-dismantled Palace. . . . George Frogen is the new student booker at Universal. . . . 3-D equipment has been installed in the Uptown, a neighborhood house operated by Minnesota Amusement Co. . . . Bill Winter, RKO salesman, was at the Mayo Clinic in Rochester, Minn., for a checkup. . . . Paramount booking staff is planning a saturation booking on "War of the Worlds" during November, with 25 prints will be available. . . . Construction has been started on a new drive-in at Ashland, Wis., by Frank Hahn, who also

owns two conventional theatres at Ashland. . . . Jack Holischer has been named new office manager of Columbia as of the end of this month. He presently is office manager of Columbia in Washington, D. C.

## NEW ORLEANS

B. J. Keyhan acquired ownership-operation of Gretna Green drive-in, Gretna, La. Joel Bluestone will handle the buying and booking. Former owner Gus C. Street. . . . A. Lapeyrouse appointed L. J. D'Antoni as manager of his Park in Houma, La. D'Antoni was formerly with Pittman Theatres in Baton Rouge, La. . . . Prat-Aucoin Theatres, Raceland, Lockport and Vacherie, La., are being air-conditioned and equipped with wide screens. Tom Neely, NTS, handled the sale of equipment. . . . Walt Christenson shuttered the Town Hall in Baldwin, La. and B. J. Lowery, who only recently reopened the Town in Pelahatchie, Miss., advised that he was obliged to close until further notice. . . . Ten in Monroe, La. will close for good on August 31, advised Earl Perry, buyer and booker for Thomas McElroy Theatres. The building will house a commercial establishment. . . . Hodges Theatre Supply Co. are installing a wide screen in Pittman's, Pit, Lake Charles, La. . . . John Kirby, division manager and W. O. Williamson, Jr., district manager, Warner Bros., were here for three days conferring with manager Lucas Conner in connection with the "Lucas Conner" Drive which will start on August 30 and finish on December 26.

## OKLAHOMA CITY

The Del City theatre held a Kiddies Matinee Wednesday. . . . Ed Thorne, head booker for Cooper Foundation Theatres, returned from two weeks vacation in Wyoming and Colorado. . . . Jerry Barton, son of R. Lewis Barton, theatre owner, was in the hospital for a few days last week. . . . The Redskin theatre is being remodeled, with new paint and new seats. A large screen will be installed, and equipment for showing 3-D pictures. When completed the Redskin will be a first-run house. . . . A new screen has been ordered for the Knob Hill theatre. . . . Mr. and Mrs. Harold Combs, are leaving in a few days for their vacation. They will fly to Boston, where they will sail for Nova Scotia. Mr. Combs is manager of the concessions department of Barton Theatres. . . . Texarkana Theatres, Inc., Texarkana, Texas, has been granted a charter for 50 years. . . . The Glen theatre, Joplin, Mo., held a "ballyhoo" parade advertising the showing of "Arena." A wagon drawn by Shetland ponies followed junior rodeo riders and a convertible automobile carrying the theatre manager, Mrs. Carl McCowan.

## OMAHA

A big crowd turned out for the Variety Club's dinner-dance at the Blackstone Hotel and movie distributors honored four persons for their efforts in behalf of the Opportunity Center, a school for retarded children. Bob Hoff, assistant chief baker, presented plaques to City Commissioner John Rosenblatt, John P. Mainelli, Jean Sullivan and Mrs. Christie Hedlund. . . . Several hundred exhibitors, distributors and equipment representatives attended a wide screen demonstration at the Admiral as a morning feature of Variety Day. Afternoon golfing was at

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Happy Hollow. . . Dr. Edwin Lyman, city health director, believes Chicago's action against re-issuing 3-D glasses "probably is exaggerated." He said "I'm sure there isn't the danger of spreading eye infection in community use of the cardboard glasses that Chicago authorities think there is." . . . Top news in the Broken Bow, Neb., paper was the opening of Howard Kennedy's new 400-seat drive-in, featuring a 60 by 32 feet, two-story concession and projection building. . . J. V. Maddox is managing the theatre at Scotia, Neb., now operated by the Commercial Club.

## PHILADELPHIA

The State Legislature increased the salary of Mrs. Edna R. Carroll, chairman of the State Board of Motion Picture Censors, from \$5,500 to \$6,000 annually, and the vice-chairman from \$4,500 to \$5,000. . . Universal-International salesman Francis Charles, who was taken seriously sick while in the upstate territory, went home to New England to recuperate. . . R.K.O. booker John Phelan was back part time following a lengthy illness. . . The Model, neighborhood house, is now on a two-week closing notice. . . The newest open-airer in the territory is the 700-car Star-Lite drive-in near Quakertown, Pa., operated by H and M Enterprises. . . Larry Levy, manager of Loew's Colonial, Reading, Pa., has been promoted to manager of Loew's in Providence, R. I. He is succeeded here by Robert E. Diem, assistant manager of the circuit's Aldine in Wilmington, Del. Earl Sittlinger, student assistant at the Colonial in Reading, becomes assistant manager in Wilmington. . . Fabian circuit's Embassy, Easton, Pa., scheduled to reopen, has named William Wyndham as house manager, working with Fred Osterstock, Fabian city manager in Easton. He comes from the Rialto, Allentown, Pa. Mrs. Earl Arnold was named in his place as assistant manager of the Rialto, where her husband, Earl Arnold, is the manager. . . Harold Cohen and Bernard Seidman are co-chairmen for the local Variety's golf tourney Oct. 2.

## PITTSBURGH

When Bill Zeiler, J. H. Harris manager, returned from his vacation he had to get busy immediately supervising the installation of a new giant screen in his theatre. . . The Loew's Ritz is now the only first-run house in downtown Pittsburgh which does not have the new giant screen. . . The Fulton theatre, one of the city's oldest, has been purchased by a group of local investors. It was originally a burlesque house but has been operated as a motion picture theatre since 1930. . . Multiple runs of new movies in neighborhood and suburban theatres has been so successful that Allied Artists will try their hand at it, opening "Kansas Pacific" and "Torpedo Alley" in 20 local houses. . . May Stevenson of Warners is celebrating her 25th anniversary there.

## PORTLAND

Business is really perking at all first run houses despite the continued extreme heat and the transient outdoor attractions. "Gentlemen Prefer Blondes" is going great for a second week at the Orpheum & Oriental. . . "Moon Is Blue" is pulling strong for a third week. . . Film Row was deserted for two

days this week for the annual golf tourney and social at the Tuahitan Country Club. . . Marty Foster and Frank Breal are inaugurating a "Request Feature" for one showing (9 p.m.) Mon thru Fri at their 20th Century News theatre. . . Zolly Volchock and Jack Engerman in town for a few days from Seattle. . . Nancy Welch took over the steno job at NWReleasing Office for two weeks. . . Journal drama editor Arnold Marks off on vacation to Seaview, Wash. for two weeks. . . Barney Rose, West Coast Sales Rep for U-I, here conferring with Mrs. J. J. Parker. . . Darlene Bally, Mrs. J. J. Parker's secretary, off to Denver for vacation. . . UA branch manager Jack O'Bryan working hard on the annual Shrine Football Game.

## PROVIDENCE

Peter Lee Siner, son of Albert J. Siner, manager of the Strand theatre, was recently married to Miss Mabel Aldrich of Scituate. . . The RKO Albee presented an All-Walt Disney program comprising "The Sword and the Rose," "Prowlers of the Everglades" and six Mickey Mouse Cartoons. The special bill attracted considerable attention and good patronage. . . "The Bandwagon" held for a second week at Loew's tState. . . As an added attraction, Rocky Point, an amusement park, is offering free movies nightly on the midway. . . Local committees handling the "Jimmy Fund" campaign are busily engaged in setting up a program which they hope will result in a record-breaking collection for the study of cancer among children. . . Heavy rain and high winds which recently lashed Rhode Island, as a hurricane veered off the coast, failed to cause any damage worth mentioning. However, would-be beach-bound vacationers remembering the 1938 and 1942 hurricanes, contented themselves with visits to their favorite in-town movie houses. . . "Shane" held for a second week at the Rustic drive-in, a most unusual occurrence for almost any similar operation in this vicinity.

## SAN FRANCISCO

H. Neal East, Paramount branch manager, has been named assistant western division manager with headquarters in Los Angeles. Jack Stevenson, sales manager, San Francisco territory, will replace East as head of the local exchange. No successor to Stevenson has been appointed as yet. . . The Robert Clark Agency will now book and buy for the Lucky drive-in, owned by Clayton Grand, at Turlock. . . Albert Feldman, manager Paramount theatre, resigned to take over management of the Sea Vue, Pacific Manor, replacing Hal Honore, resigned. Don Haley, previously assistant Paramount, Kansas City and more recently assistant at U-P's St. Francis, here, will take over the Paramount management. . . Dave Bolton, reopened, following renovation, the Roxie at Santa Rosa. . . Mervyn "Buz" Davenport, returned to his Downtown Paramount, Los Angeles, August 20, after relieving district manager Earl Long for two-week vacation. . . Wheels are in motion for the Seventh Annual Variety Club golf tournament to be held at Lake Merced Golf and Country Club, Oct. 1. Edward Dixon of T & D Theatres is chairman. . . Sherrill Corwin, president, North Coast Theatres, was here to relieve district manager Graham Kislighbury for his vacation. . . Roy Cheverton sold his Maribelle at Weott.

## TORONTO

Meetings of the eastern division of Famous Players Canadian Corporation have been changed. The gathering of executives, officials, partners and managers will now take place Oct. 3-6 at the King Edward Hotel. . . Gerry Chernoff is the new head of the Montreal Film Board of Trade, succeeding Hillis Cass of MGM. Cass is now MGM's general sales manager. . . The industry was saddened by the passing of George W. Peters in Calgary after a long illness. With Odeon since its inception, the late Mr. Peters became vice-president in 1947. He resigned several years ago, and at the time of his death was an oil company executive. . . Charges made by theatres to defray the cost of 3-D glasses will not be subject to the Ontario Hospitals Tax as the theatre admission tax is known in this province, it has been announced by Bruce Bunt, director of the Hospitals Tax Branch. . . Fire destroyed the lately built 300-seat Gem, the only theatre in Wakaw, Sask. Owners were S. Hryniuk and F. Shynkaruk. No one was in the theatre. . . Gordon Well, formerly with Odeon's booking department, has been named service manager of Adfilm Ltd. . . Bobby Rankin, 14-year-old son of Harland, Canadian theatre owner, saved the life of a 34-year-old man while sailing recently at Erieau.

## WASHINGTON

Variety Club chief barker Victor J. Orsinger appeared on the Freedom U.S.A. program August 23. . . Jack Hollischer, Columbia Pictures, has transferred to Columbia's Minneapolis office. . . MGM's Rudolph Berger, southern sales division manager, and Herbert Bennin, branch manager, will be among those attending the "See For Yourself" meeting in California. . . The Film Center screening room at 932 New Jersey Ave. N.W. now has 3-D equipment. . . Hope Zee, whose father is manager of Loew's Capital theatre, was one of the professional acts on Fred Allen's program. . . The Variety Club rooms are now in the process of being painted and redecorated. The main club rooms were closed from August 17 through the 21. . . Announcements have gone out to all Variety Club members on the forthcoming Golf Tournament and Dinner Dance at the Woodmont Country Club October 2.

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# "What the Picture did for me"

## Columbia

**JACK MCCALL, DESPERADO:** George Montgomery, Angela Stevens—Good small town picture for midweek with good color and good outdoor action. Priced right. Rural patronage. Played Wednesday, August 5.—B. F. Sautter, Rex Theatre, Townsend, Mont.

**LAST OF THE COMANCHES:** Broderick Crawford, Barbara Hale—If your house goes for Indian pictures, this one is it—good story, good color. Did average business in this rural community. Played Friday, Saturday, August 7, 8.—B. F. Sautter, Rex Theatre, Townsend, Mont.

## Metro-Goldwyn-Mayer

**BATTLE CIRCUS:** Humphrey Bogart, June Allyson—We had a poor print on this, and June Allyson's voice is so husky you can hardly understand her, but regardless of all this, it is really a wonderful picture and drew very well. We are only open Sunday nights now—no matinee or Monday night picture—but have found that if a picture has the merit, people will come Sunday evening to see it, and if a picture isn't good, they wouldn't come in if we were open 24 hours a day—seven days a week! Played Sunday, August 9.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

**CONFIDENTIALLY CONNIE:** Janet Leigh, Van Johnson—If you can get them past the title, they're in for a pleasant surprise. Everybody liked it. Louis Calhern steals the show. Wouldn't be bad for a Sunday or your best run. Played Thursday, Friday, August 13, 14.—M. L. DuBose, Majestic Theatre, Catulla, Texas.

**NAKED SPUR, THE:** James Stewart, Janet Leigh—This one drew a little better than most I've played recently, but still wasn't what I expected. The acting was superb and held everyone's interest, but I guess it is just too warm for business. Played Sunday, August 2.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

**NEVER LET ME GO:** Clark Gable, Gene Tierney—A pleasant surprise, good picture. The title didn't help it. Played Sunday, Monday, July 12, 13.—Elaine S. George, Star Theatre, Heppner, Ore.

**SMALL TOWN GIRL:** Jane Powell, Farley Granger—This is a good picture any day in the week. We used it Sunday-Monday. Every member of the family will enjoy it. Played Sunday, Monday, August 9, 10.—M. L. DuBose, Majestic Theatre, Catulla, Texas.

**SMALL TOWN GIRL:** Jane Powell, Farley Granger—Delightful film, but business a bit off. Played Sunday, Monday, July 26, 27.—Elaine S. George, Star Theatre, Heppner, Ore.

**SMALL TOWN GIRL:** Jane Powell, Farley Granger—Good musical for small towns, good color and price right. Not big. Did average business in this rural community. Played Sunday, Monday, August 2, 3.—B. F. Sautter, Rex Theatre, Townsend, Mont.

**SMALL TOWN GIRL:** Jane Powell, Farley Granger—Just average. We have had better nights and lots worse ones. Should be good for any small town due to the title. Played Sunday, July 26.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

**SOMERERO:** Ricardo Montalban, Cyd Charisse—This went over big down here in the land of the sombreros. But it's a good show anywhere. Played Sunday, Monday, August 2, 3.—M. L. DuBose, Majestic Theatre, Catulla, Texas.

## Paramount

**ANYTHING CAN HAPPEN:** Jose Ferrer, Kim Hunter—This will appeal to the foreign class, a good picture in black and white with lots of light comedy.

MOTION PICTURE HERALD, AUGUST 29, 1953

... the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

Did average business in this small town. Played Wednesday, Thursday, August 5, 6.—Francis Gill, Paonia Theatre, Paonia, Colo.

**COME BACK, LITTLE SHEBA:** Burt Lancaster, Shirley Booth—Very good, but I cannot sell my patrons drama and business was below average. Weather good. Rural patronage. Played Sunday, Monday, August 9, 10.—B. F. Sautter, Rex Theatre, Townsend, Mont.

## RKO-Radio

**BEHAVE YOURSELF:** Shelley Winters, Farley Granger—Good comedy for a double feature. Has some laughs, gangsters and complications. The dog is good too. Did average business in this small town. Played Wednesday, Thursday, August 12, 13.—Francis Gill, Paonia Theatre, Paonia, Colo.

**UNDER THE RED SEA:** Documentary—They didn't sit still for it. Played Thursday, Friday, Saturday, July 9, 10, 11.—Elaine S. George, Star Theatre, Heppner, Ore.

## Realart

**ONE NIGHT IN THE TROPICS:** Bud Abbott, Lou Costello—The title was indeed appropriate as far as the weather was concerned. If we just had a tropical rain, everything would have been fine. Everybody around here likes A & C, myself included. This one drew despite the weather and the trailer. Played Friday, Saturday, July 31, August 1.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

## Republic

**WOMAN THEY ALMOST LYNCHED:** John Lund, Audrey Totter—Good action picture for mid-week with good color. Did average business in this rural community. Played Wednesday, August 12.—B. F. Sautter, Rex Theatre, Townsend, Mont.

## Twentieth Century-Fox

**LEAVE HER TO HEAVEN:** Gene Tierney, Cornel Wilde—Played this reissue one night and did fine business. People will always go to see this quality of picture. Many had seen it previously but wanted to see it again. Played Tuesday, August 4.—George Clanton, Daw Theatre, Tappahannock, Va.

**MONKEY BUSINESS:** Cary Grant, Marilyn Monroe, Ginger Rogers—Good comedy in black and white, with no dull moments. Plenty of laughs from start to finish. Good acting, good support. Did average business in this small town. Played Sunday, Monday, Tuesday, August 9, 10, 11.—Francis Gill, Paonia Theatre, Paonia, Colo.

**SAILOR OF THE KING:** Jeffrey Hunter, Michael Rennie—Picture is satisfactory, but small town people will be scared away by the fact that they think it too British. In spite of heavy advertising campaign here, picture did only mediocre business. Some who saw it commented on it as fair, a few said it was good. Played Thursday, Friday, August 6, 7.—George Clanton, Daw Theatre, Tappahannock, Va.

**SOMETHING FOR THE BIRDS:** Victor Mature, Patricia Neal—My apologies to the birds. They really got a gypping, and so did my public. Even I, the exhibitor, could not stay and see it through, and I made my "escape" before the patrons started coming

out in droves, as I just couldn't face them! They should re-name this "Something for the Worms" and let the worms have it! If you play it, you'll never chirp again! Played Wednesday, August 12.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

**TITANIC:** Clifton Webb, Barbara Stanwyck—Here is a fine picture and good business for small towns. Patrons' comments after seeing the picture were wonderful. A fine story and a fine production. Stirred up much interest in my community. Played Sunday, Monday, August 2, 3.—George Clanton, Daw Theatre, Tappahannock, Va.

## Universal

**LAWLESS BREED:** Rock Hudson, Juba Adams—One customer went so far as to say it was the best western she'd ever seen and she is an action fan. Generally well received. Played Thursday, Friday, Saturday, July 9, 10, 11.—Elaine S. George, Star Theatre, Heppner, Ore.

## Warner Bros.

**CRIMSON PIRATE:** Burt Lancaster, Eva Bartok—This is a good action picture in color and will appeal to adults and children. Better than the usual run of sea pictures. Did average business in this small town. Played Friday, Saturday, August 7, 8.—Francis Gill, Paonia Theatre, Paonia, Colo.

## Shorts

## Metro-Goldwyn-Mayer

**WILD AND WOOLFY:** Gold Medal Reprint Cartoon—A very good cartoon in color with excellent animation. The title tells the story. Francis Gill, Paonia Theatre, Paonia, Colo.

## RKO Radio

**TEST PILOT DONALD:** Walt Disney Cartoon—An excellent cartoon which had our audiences laughing their heads off. But I still cannot make out why Disney does not make "Goofy with Elmer the Talking Bird." It's a natural!—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa.

## Republic

**SINGAPORE:** This World of Ours—All of this series are good and this one especially good. Sharon Rodenstein, Teleplex Theatre, Boston, Mass.

## Twentieth Century-Fox

**BIRTH OF VENUS:** Art Films—This is a series in Technicolor showing paintings by the masters. Excellently photographed and neatly tied up with an introductory story. Quite interest holding. W. Robert Shepherd, Regent Cinema, South Shields, England.

## Universal

**DEADLY DRUMS:** Variety Views—Jam packed with excitement and top-flight quality. Sharon Rodenstein, Teleplex Theatre, Boston, Mass.



# Rank Heavy Advertiser In Canada

by HARRY ALLEN, Jr.

TORONTO: Survey of the leading consumer magazines shows the J. Arthur Rank Organization Canada as the most consistent advertiser of the major film distributors since 1945. Also shown in the survey is that the trend is away from the standard type of magazines and toward the mass circulation Sunday weeklies.

## Rank Followed by RKO

The Rank Organization advertising showed up in every one of the years except 1945, including this year. Only other major which came close to the Rank consistency was RKO which shows up in every year except this year, 1948 and 1950. The consistency of the Rank advertisements is credited by a spokesman for the agency handling their ads with putting over English films in Canada. Rank was spending money each year in the Canadian publications while the American companies were neglecting the medium in this market.

Spokesman for the Rank Agency said that 12 types of ads were tested, and an editorial type of ad illustrated with a photograph evolved. The American companies depended on their advertisements in the American magazines to sell the Canadian audience.

The swing to the mass circulation Sunday weeklies, namely the "Star Weekly" and the "Weekend Picture Magazine," may be illustrated in comparing the figures for two groups of publications. One group are the mass circulation weeklies, while the other, are those 17 Canadian magazines represented by the Magazine Advertising Bureau of Canada.

In the period under comparison from January, 1952, until June, 1953 (that being the only period for which figures on the film companies in the mass circulation weeklies are available), just \$16,331 was spent in the 17 magazines while some \$26,100 was spent in the big weeklies.

For the period of July, 1951, until June, 1953, a total of \$35,879 was spent in the mass circulation papers, with the leading spender MGM, accounting for \$16,475, RKO spent \$8,392, while others in order were: Columbia, \$4,300, Rank, \$3,058; Universal-International, \$3,000 and Fox, \$654.

Going back to the magazines. These cover "La Vue Moderne Le Samedi," "La Vue Populaire," "Canadian Home Journal," "Canadian Homes and Gardens," "Chatelaine," "MacLean's," "Mayfair," "New Liberty," "Reader's Digest," "Saturday Night," "Selection du Reader's Digest" French language, and "Time" (Canadian Edition).

## Spent \$260,485 Since 1945

From 1945 until now, a total of \$260,485 has been expended by the film companies. In 1946, the magazines had a bumper year with film companies as \$49,957 was spent, with 1947 a close second, when \$45,962 was spent. The third biggest year was 1949 when \$44,886 was spent. In order, were 1948, \$35,070; 1950, \$30,509; 1945, \$21,136; 1951, \$16,634; 1952, \$9,656, while this year, in the first six months, just \$6,675 was spent.

Biggest spender was Rank with \$145,802

worth of space taken. Another generous advertiser was RKO, taking \$62,193 worth of space. Others were: Famous Players Theatres, who in 1949 and 1950, spent a total of \$9,066. However, Famous Players are probably the largest entertainment advertisers in the country, confining their space to the daily papers.

Empire-Universal Films is down for \$6,413 in 1945, but in addition, there are listings for International Pictures in 1947 of \$1,925; Universal International in 1947, \$3,100; Universal Pictures with \$3,325 in 1946, and Universal Studios in 1945 with \$1,375.

In the magazine listing, MGM appears but once, in 1945, when it spent \$6,400. A company known as Monterey Productions is shown for 1948 with \$1,150, and Anglo-American Film Corporation appeared in print to the tune of \$3,414 in 1947; Odeon Theatres (Canada) Ltd. spent \$1,684 in 1949.

United Artists shows up in two years, 1946 and 1947, spending \$2,473 the first, and \$2,000 the second. Twentieth Century-Fox appears just in 1951 with \$2,945.

# Board of I.A. In Meeting

The annual meeting of the executive board of IATSE got under way in New York Monday with Richard F. Walsh, president, presiding. Nine vice-presidents plus Mr. Walsh and William P. Raoul, general secretary-treasurer, comprise the executive group.

In New York for the sessions were Harold Holmden, Cleveland; James J. Brennan, Ramsey, N. J.; Roger M. Kennedy, Detroit; Felix D. Snow, Kansas City; Carl G. Cooper, Los Angeles; Harry J. Abbott, Philadelphia; Orin M. Jacobson, Tacoma, Wash.; Hugh J. Sedgwick, Hamilton, Ont., and Louise Wright, Dallas. The board adjourned Wednesday afternoon to permit the executives to visit the Will Rogers Memorial Hospital at Saranac Lake Thursday. IATSE members throughout the country gave more than \$17,000 in the last Will Rogers Hospital campaign.

Meanwhile in Hollywood this week differences of opinion on policy matters moved IATSE international representative Roy M. Brewer to tender his resignation. He said he considers the Hollywood activities of IATSE must be considered on a large scale to keep abreast of operations throughout the industry, and that it was a difference of opinion on this point that motivated his resignation. He said he had not yet received a response to his letter offering his resignation, but expects it will be accepted by the executive group.

The Brewer resignation precedes by a fortnight the reopening of negotiations between IATSE locals and the major producers.

## Wins Film Council Award

The Cleveland Film Council was presented the Film Council of America's C. R. Reagan Award, for the greatest contribution to the advancement of effective use of films in its community, at the recent Chicago convention of the National Audio-Visual Association.

# Cites Local Values of Film Theatre

"With community understanding, the motion picture industry will revive and continue its function as a segment of neighborhood life and as an important means of cultural communication," according to H. P. Holmes, chairman of the Economic Committee of the National Association of Real Estate Boards.

This optimistic view of the industry's future was contained in a report issued by the association last week, dealing with the findings of the Economic Committee in a study of theatre closings across the country.

Mr. Holmes said that an answer to the industry's problems may be found in a short time, and that 3-D films, reduced local property assessments, or elimination of the Federal admission tax, alone or in combination, may provide the relief. The seriousness of the current situation, however, was not underestimated by him.

He said that real estate boards in 264 communities reported the closing of almost 1,000 theatres in all sized cities and in all geographical locations. "When a theatre closes," he said, "a frontage of from 40 to 75 feet is taken out of an otherwise active business community. Instead of contributing its share as a component of the neighborhood shopping area, it becomes a deteriorating influence on the economic whole."

## Live Nationwide Theatre TV Set for Title Bout

Theatre patrons throughout the nation will be able to watch a live telecast of the blow-by-blow of the heavyweight championship fight September 24 at the Polo Grounds, New York, as the long-line transcontinental facilities of the American Telephone and Telegraph Company have been made available to a fight for the first time. The previous theatre telecast of the match between Marciano and Walcott last September, was kinescoped in order to complete coast-to-coast coverage. There have been other coast-to-coast theatre telecasts that have been live, but this is the first to be used for a fight.

## Name Youngstein Head of Joint Defense Dinner

Max E. Youngstein, vice-president of United Artists, has been named dinner chairman of the motion picture industry drive in behalf of the 1953 Joint Defense Appeal, it has been announced by William J. German, president of William J. German, Inc., and chairman of the over-all campaign. The dinner will be held October 21 at the Hotel Pierre, New York. The drive will raise funds for the American Jewish Committee and the Anti-Defamation League of the B'nai B'rith.

# MANAGERS' ROUND TABLE



An International Association of Motion Picture Showmen—Walter Brooks, Director

## An Emergency Call to Save Texas COMPO

**A**NNOUNCEMENT from Dallas that the industry's famous "Texas COMPO" is folding, will be a devastating blow to motion picture business at a time when this great force is so badly needed. All of us will feel the loss, and all should acknowledge the debt we owe to Texas for their showmanship.

Kyle Rorex, executive director, has called off the second annual conference, scheduled in Dallas for September 28-30, and has merely stated, without elaboration, that the future activity of the organization will be curtailed "as an economy measure." There are many of us who will immediately decide this is no economy for motion picture business, as a whole.

Texas is a great state, with many great showmen—and business has been good down there, because they've made it good, by hustling. Last year's "Movietime USA" was a clarion call for showmen everywhere, to take part in the reconstruction of film business as we have known it. But there have been many who are less interested, and now we will all suffer.

Texas has proverbially offered showmanship as a solution to industry problems, and they have been absolutely correct in this premise. There are too many in our business today who feel that the Government, or the industry, owes them a living, and if they yell loud enough, they'll be taken care of, on some sort of "relief" project, by decree.

Actually, we can only save our skins by getting out and working at our trade. There isn't enough showmanship abroad in the land, and there's too much crying. We can be licked before we know it, and there have been too few to fly the banners of showmanship in the face of adversity.

Texas is the last of the single feature territories. It has always held out against industry weakness, and stood up for industry progress. We've never met Karl Hobbitzelle, but we credit him with being the master mind behind this strategy, along with our good friend Bob O'Donnell, who has long been a leader in industry affairs. Nor have

### PUBLIC RELATIONS

(A general letter to managers with respect to tax repeal.)

If you have not already done so, speak to in person, if possible, or write your Congressman and Senator, a note of appreciation for their help with the Mason Bill to repeal the 20% Federal excise tax on admissions.

Forget all the pessimistic conversation and arguments in print that too many people now remember, like theatre closings, the effect of TV, etc., etc.

When the subject comes up, play up the fact that taxes are tough on everybody, that everybody needs relief, that because you tried to get relief is to your credit, and that you'll cooperate with anybody in a program for tax relief.

Do not cuss politicians—in this case, they definitely helped us. Have confidence in the health of your business, and in the wisdom of your actions in trying to get relief.

Remember, you may have to repeat everything you did when Congress reconvenes in 1954. Do not irritate or antagonize people with griping to the point where you can't ask for their cooperation again, and get it.

Be a good salesman—take this rebuff with a smile and be ready to start selling again at the first opportunity. We have lost a battle, but not the war.—EMIL BERNSTECKER, District Manager, Wilby-Kincey Theatres, Atlanta, Georgia.

we met Kyle Rorex, with the name and the game of a showman, nor Frank Starz, an active correspondent with this desk.

There are too many good showmen, contenders for and winners of Quigley Awards, to be lost to merely regional importance in this business. We remind each and every one of the top executives concerned, that we need Texas showmen and the industry needs "Texas COMPO"—as never before.

**Q** THIS IS CINERAMA has now broken all records for 48 years in its engagement at the Music Hall theatre, in Detroit, but it's still not motion picture business. We classify Cinerama as "legit"—and for good reason. It is handled and sold as a "legit" attraction, with typically "theatre" box office scale, and personnel. Furthermore, it won't be offered or sold in the U. S. in more than fifty theatres, comparable to a first-run top-bracket outlet for an attraction that is not available elsewhere, and subject to no comparison in treatment than can benefit members of the Round Table. When, and if, Cinerama reaches these towns, it will have its own staff, from "legit."

How many of you remember McCarthy & Mitchell—those great showmen of another era, who put the big D. W. Griffith shows on the road, using all the methods of the traveling theatre? It was good training for theatre managers, for they came into small situations, bringing their own staff and their own orchestra, with as many as fifty people in the company, to show us how it was done. And all they took was 80% of the gross, and worth it. They also charged the legitimate prices of the period, as much as \$2 top at the box office, when "movies" were a dime.

**Q** The world premiere of RETURN TO PARADISE at the State-Lake theatre in Chicago had the benefit of special full pages in color in the *Chicago Tribune*, and will set an example for other users of color in newspaper advertising for motion pictures. We noted, recently, in an advertising trade magazine, that the *Milwaukee Journal* leads the country in "run of paper" color on the press, which we credit largely to the energy and effort of the Fox Wisconsin theatres in promoting these color pages with the sponsorship of eight or ten cooperative advertisers. Nobody has done such a good job, anywhere in the U. S., and it's especially newsworthy to have it a record in four colors. And you can get color now, in more situations than ever before.—Walter Brooks

# You Can't Get Away From "Houdini"

Magicians, including those who practice the art at the box office, had a field-day with the first runs of "Houdini"—as shown at right, where a local member of the Society of Magicians in Denver, escapes from the top of a 115-foot crane, as publicity for the Paramount theatre; Ed Miller, manager of the Paramount, Buffalo, entertains the magicians in the lobby, and Bill Brown, manager of the Palace, Los Angeles, has an escape artist on display. Below, Oscar Nyberg, manager of the Paramount, Seattle, ties up traffic with a lobby escape, and Don Friedman, manager of the Des Moines theatre, introduces a juvenile contender.





## QUIGLEY AWARDS CONTENDERS

L. H. ALLEN Rivoli, Southend, Eng.	W. A. HILTON Astra, Marham, Eng.	F. W. PIETERSON Plaza, London, Eng.
MARK ALLING Golden Gate San Francisco, Cal.	G. C. HOPKINS Astra Wellesbourne, Eng.	LESTER POLLOCK Loew's Rochester, N. Y.
JERRY BAKER Keith's Washington, D. C.	D. HUGHES Regal Cheltenham, Eng.	JOE REAL Midwest Oklahoma City, Okla.
JOHN BARRY Odeon, Kettering, Eng.	K. J. INGRAM Astra, Binbrook, Eng.	ROBERT RETZER Solano Drive-In Fairfield, Cal.
A. B. BINNARD Warner, Reading, Pa.	DAVID J. KANE U. S., Hoboken, N. J.	MORRIS ROSENTHAL Poli, New Haven, Conn.
H. G. BOESEL Palace, Milwaukee, Wis.	ABE H. KAUFMAN Fountain Terre Haute, Ind.	W. S. SAMUELS Lamar, Beaumont, Texas
JOSEPH S. BOYLE Poli, Norwich, Conn.	J. J. KIRCHHOFF Rialto, Tulsa, Okla.	IRVING SCHMETZ Forest Hills Forest Hills, N. Y.
PAUL BROWN Fresno, Fresno, Cal.	SIDNEY KLEPER College New Haven, Conn.	N. SCOTT- BUCCLEUCH Regent, Norwich, Eng.
JOHN F. BURKE Fox, Brooklyn, N. Y.	F. C. LEAVENS Elmdale, Ottawa, Can.	FRANK K. SHAFFER Dixie, Staunton, Va.
JIM CAMERON Capitol Ft. William, Can.	ED LINDER Ontario Washington, D. C.	HAROLD SHAMPAN Gaumont Islington, Eng.
BOB CARNEY Poli, Waterbury, Conn.	A. LOEWENTHAL David Marcus New York, N. Y.	E. L. SHELMEERDINE Ritz, Hastings, Eng.
JIM CATTELL Temple, Bellaire, O.	J. L. LONGBOTTOM Odeon Middlesbrough, Eng.	S. C. SHINGLES Odeon, Stafford, Eng.
LOU COHEN Poli, Hartford, Conn.	RUSS. McKIBBIN Imperial, Toronto, Can.	CHARLES SMITH Regent, Brighton, Eng.
J. A. COURT Princess Hoyland, Eng.	RANCE MASON Kerredge Hancock, Mich.	J. L. SMITH Palace, Arbroath, Eng.
BOB COX Ben Ali Lexington, Ky.	C. A. MATTHEWS Wabash Terre Haute, Ind.	TOMMY SMITH Odeon Motherwell, Eng.
LAWRENCE EDGE Alhambra Shotton, Eng.	KEITH MAUPIN Richland Richland, Wash.	F. BERNARD SOAPER Odeon Nottingham, Eng.
CARL J. FERRAZZA Keith, Cincinnati, O.	ED MILLER Paramount Buffalo, N. Y.	SOL SORKIN Keith's Syracuse, N. Y.
KENNETH GASTON Crawford Wichita, Kan.	L. MITCHELL Princess, Barnsley, Eng.	BOYD SPARROW Warfield San Francisco, Cal.
ARNOLD GATES Stillman, Cleveland, O.	TOSHIO MIYAMOTO Shinkoiwa, Tokyo	MURRAY SPECTOR Teaneck, Teaneck, N. J.
H. GENT Hippodrome Liverpool, Eng.	F. MOORE Odeon, Crewe, Eng.	P. C. STEVENSON Regal, Leigh, Eng.
JOHN W. GODFROY Paramount Ashland, Ky.	VIC MORELLI Empress Danbury, Conn.	F. C. TARTE Astra Little Rissington, Eng.
F. H. GOMPERTZ Odeon Chichester, Eng.	PETER MYOTT Electric Torquay, Eng.	J. W. TURNER Savoy, Sale, Eng.
J. MEL GOW Capitol, Nanaimo, Can.	J. K. NICKALSON Center Salisbury, N. C.	M. E. WARD Regal, Staines, Eng.
MERL F. HALLMAN Martin Theatres Columbus, Ga.	G. J. PAIN Gaumont Glasgow, Scot.	G. C. WILLIAMS Regent, Chatham, Eng.
N. J. HARTLE Capitol, Bolton, Eng.	R. W. PARKER Regal, Torquay, Eng.	H. F. WILSON Capitol, Chatham, Can.
ROBERT HARVEY Capitol North Bay, Can.	ERNESTO PERALTA Metro, Santiago, Chile	FRANK WITTS Hippodrome Gloucester, Eng.

## Round Table

**Q** KEITH MAUPIN, manager of Richland theatre, Richland, Wash., says he was handicapped when he couldn't get poster cut-outs of Rita Hayworth as display for *SALOME* so his artist depended on his imagination, with what we would call great success. Must be he had seen some Sunday School pictures of the Dance of the Seven Veils! . . . LEN SAMPSON and BOB SPODECK went to town with the revival of Danny Kaye in two features at the Crown theatre, New Haven. . . . FRANK McQUEENEY, manager of the Pine Drive-In, Waterbury, Conn., believes in spreading the word about first-run product. . . . JOHN R. RATSO, JR., manager of the Empress theatre, Norwalk, Conn., advertises a double feature program as "the twin bill with the one-two sock." . . . ST SEADLER says the hold-over ads prepared by C. A. MATTHEWS, manager of the Wabash theatre, Terre Haute, Ind., for the extended run of *THE BAND WAGON* are the best examples he has ever seen. . . . Groceries and a jalopy were giveaways promoted by Charles Gordon, manager of Walter Reade's 9-W Drive-In at Kingston, N. Y., as business stimulants. . . . A tremendous false-front, with 24-sheet cut-out figures, was utilized by Bob Hynes, manager of the Walter Reade theatres in Asbury Park, N. J., for the engagement of *THE BAND WAGON* at the St. James. . . . GEORGE CAMERON, manager of Schine's Vernon theatre, Mt. Vernon, Ohio, says there's good news today! with his report of a tieup for Singer Sewing Machine Co., to promote a Fashion Show.

**Q** JOHN P. BRUNETTE sends photos of an American News Company tieup for the benefit of Plymouth Adventure, at the Studio theatre, San Jose, Calif., and says the news trucks are always available for the exploitation of new pictures. . . . SEYMOUR MORRIS reports that Col. Bob Cox's Kentucky territory is now 100% signed, sealed and delivered for "Back to School" shows this year. . . . EVAN THOMPSON is now manager of the Skouras Fox theatre, in Hackensack, since GEORGE LARRISON was transferred to the home office, and he reports the "Miss Bergen County" contest as free promotion on his stage. . . . BOYD SPARROW again reporting his exploitation from Loew's Warfield, San Francisco (this time, it's on *THE BAND WAGON*) and LESTER POLLOCK in the mail with photos of his displays at Loew's Rochester (this time, *FROM HERE TO ETERNITY*, which gets the full treatment). . . . JOS. S. BOYLE says his "Teen Queen" contest at Loew's Poli, Norwich, Conn., was on station WICH and picked-up by UP. . . . Fox in New York sends photos to show us the street bally and beauty contest successfully launched at the Center theatre in Buffalo, for *GENTLEMEN PREFER BLONDES*. . . . DEANE BROWN, manager of the Lyric theatre, Indianapolis, used a mechanical man as street ballyhoo for *CITY THAT NEVER SLEEPS*, so lifelike that the Indianapolis News gave him a picture, asking if the creature was human. . . . TOM ICAN, with a proper name for a showman, is house manager at the Kentucky theatre, Lexington, and turns in a proper campaign on *SHANE*, with appropriate gestures.

**Q** Loew's New England managers certainly land good ones, when it comes to page breaks for their Movie Jubilee. Lou Cohen had a terrific spread, part publicity and part paid advertising in the Hartford papers, both the Times and the Courant going for full pages, on current attractions. Loew's Poli opened with *THE BAND WAGON* and had *DREAM WIFE* and *GENTLEMEN PREFER BLONDES* coming up. A display ad of future attractions gave patrons a birds-eye view of a dozen pictures that are around the corner, in a genuine Movie Jubilee. Allen Widem's cooperation counted for plenty. . . . MATT SAUNDERS, manager of Loew's Poli theatre, in Bridgeport, Conn., and Morris Rosenthal, manager of Loew's Poli in New Haven, did the same thing, accounting for full page layouts in both cities, a ten-strike for Loew's greater movie season. . . . BERNIE MENSCHALL and JOHN CALVOCCRESSI, of the Manchester Drive-In, Bolton Notch, had a half-page cooperative salute in Hartford papers for the opening of "New England's Most Beautiful Drive-In Theatre." . . . BILL DAUGHERTY, manager of Lockwood and Gordon's Webb Playhouse, Wethersfield, Conn., plays up his short program in newspaper ads—notably *Nostradamus* and *Nature's Half Acre*. . . . HUGH J. CAMPBELL, manager of the Center theatre, West Hartford, went along with a half-page co-op ad, promoted by neighborhood business men and merchants, to combat the hot weather with a hard-hitting campaign to encourage shopping in West Hartford Center.

# Campaign Catalog

## MR. THEATRE MANAGER CAN ALSO BE A GOOD SCOUT

The most ambitious television advertising program ever set by a film company to pre-sell a picture has been launched by 20th Century-Fox for *Mr. Scoutmaster*, bowing-in some 700 situations this month and next. More than \$250,000 will be spent to promote the comedy starring Clifton Webb at the point-of-sale in every TV market in the country, with 100 stations participating.

### Television Directed By TV Specialists

Twenty-four television trailers and radio spot announcements have been created for the drive. Spots comprise eight 1-minute TV trailers, four 20-second TV trailers, eight 1-minute radio spots and four 20-second transcriptions, to be rotated around the clock beginning 10 days in advance of playdates and continuing through the first week of key-city engagements. Trailers and spots provide time to include playdate and theatre credits in cities as far as fifty miles from the broadcasting stations.

Charles Einfield, vice-president of 20th Century-Fox, has engaged Terry Turner and Don Thompson as specialists to direct this advertising in conjunction with the exploitation campaign for the picture which is handled by Rodney Bush, in the home office. A list of 45 cities will get the kick-off campaign this weekend, with the picture scheduled to open Friday, August 28th, at the Roxy theatre, on Broadway. Many large and small situations will be covered. The complete free packet of the TV advertising is available from the exploitation department of the company, in New York.

### Boy Scouts Are Big Potential Audience

In every community across America there are thousands of Boy Scouts of the past and present. Many theatre managers are literally "good scouts"—and some of our Round Table members are Scout Masters themselves in their own communities. The national total of Boy Scouts is now over 20 million, and with their families and friends, they constitute a vast potential audience for this amusing picture, who are already pre-sold, especially with the benefit of the Annual Jamboree in Hollywood, recently at-



*This excellent 24-sheet in cartoon style not only provides cut-outs for lobby and marquee display—the most art work, in the best style, at the smallest cost—but the drawing of Clifton Webb, with the pack on his back, will remind theatre managers of their own little problems.*

tended by 50,000 scouts from all over the world. Rarely has a film subject caught such a popular appeal, nor one that can be secured on a local basis with so much success by theatre managers working with their loyal audiences.

The pressbook describes many competent exploitation stunts and local promotions that can be handled cooperatively in any community. It's good to take the pressbook in your hand and go visit the Scout headquarters in person, so they can also visualize the ideas that are waiting to be put in use. All kinds of stunts grow better when they are the cooperative effort of two interested sources, and if we know our Scouts, they will work like beavers to put this picture over, for your benefit, and their own interest and pleasure.

24-sheet and all posters have the amusing caricatures shown on this page, and the advertising theme is repeated in the newspaper ad mats, which are numerous and well planned for size. The big, economy campaign mat, at National Screen, has been well selected, and contains six advertising mats and two publicity mats, all for 35c, sufficient to supply any small theatre and give a most generous assortment for all purposes. All the accessories are good, and for this attraction,

we recommend the window card, which the boys will see is well displayed by their favorite stores. The herald keys the campaign, and the Scouts will handle the distribution.

Your audience, Scouts and their families, will enjoy this fine comedy, with Clifton Webb, Edmund Gwenn, and a new young star, Scout George "Foghorn" Winslow. You'll be hearing more imitations of "Foghorn" than you did of "Tarzan." Take advantage of the typical grass roots popularity of this picture, in your town.

### Glamour Contest Will Decide About Blondes

Robert T. Murphy, manager of the Century theatre, in Buffalo, planted a Glamour Contest in local papers to really decide what gentlemen prefer—blondes, brunets or red-heads and he has the new 20th Century-Fox picture to influence public opinion in favor of one or the other. The leading Polish language newspaper in Buffalo, one of the largest in the world, will sponsor the new contest, with all of western New York state eligible as contenders. Current advertising, using pressbook mats, points out the desirable features that voters, over the age of 18 years, will decide on.

## Lets Patrons Pay Cost of Programs

A unique plan to defray the cost of mailing program announcements to patrons has been inaugurated by Fred Cory, manager of the H. & E. Balaban Surf theatre, Chicago. Patrons who wish to remain on the theatre mailing list are charged 50 cents per year for the privilege, but receive a bonus.

The idea started when Fred, faced with rising costs of printing, addressing and mailing to more than 10,000 names on his list, and looking for a better way than selling merchant advertising in his flyers, picked up the monthly program of a local FM station, which the station mails to paid subscribers only. He then hit on the idea of charging for mailing, but to make it attractive offered two passes to every person who paid to be put on the list, explaining, "We can't print money, but we can print passes."

Fred says that a complete mailing, which he sends out roughly 15 times a year, cost about \$300—and he has been amazed by the results. More than 2,000 patrons already have paid to be put on the list and 100 more are joining every week. He is not only paying for the mailing with his new system, but has a cash surplus on hand and should wind up with a profit on the operation.

The quality of the program, from a standpoint of typography and printing, is unusually high. He achieves his fine result with grey ink on calendared paper, and drawings based on pressbook ads. Perhaps the fine approach accounts in no small measure for the response by patrons willing to pay for the program, on the self-financing plan. Nobody else has ever charged for a program on this side of the Atlantic.



Jerry Baker, managing director of the RKO Keith's theatre, Washington, conducted a beauty contest in conjunction with station WMAL to find a girl from Outer Space, and here she is, with the biggest 3-D glasses in the world, to see that Universal picture.

## British Round Table

**Q** R. W. G. BENNETT, assistant manager of Corona theatre, Great Crosby, used that well known but attention getting street ballyhoo of a couple in wedding attire to exploit "The Wedding of Lilli Marlene," who toured the streets in a car which was promoted for the purpose. . . . C. F. BRODIE, manager of the Regal, Barrow, was able to obtain attractive music store window display in a tieup for "Valley of the Song." . . . LAWRENCE EDGE, manager of the Alhambra Cinema, Shotton, had the assistance of the local Sea Cadet Corps in decorating his theatre for his showing of "The Cruel Sea" and arranged with the local library for the distribution of a thousand over-printed bookmarks. His exploitation for "The Bad and the Beautiful" is also worthy of entry in the next Quigley Awards competition, with a Beautiful Girl contest just part of his extensive exploitation on this picture. . . . For "Stop, You're Killing Me," manager D. FRANCIS of the New Bohemia Theatre, Finchley, decided to let the staff devise and execute the campaign. With very little money at their disposal, they made up easel type displays with cut-outs from press books and placed the displays in front of nearby shops. . . . H. GENT, manager of the Hippodrome theatre, Liverpool, created unusual interest in "Turn the Key Softly" with a stunt which was advertised by throw-aways. Two of his staff in police uniforms chased a "burglar" on the rooftop of the theatre which Mr. Gent says is a high building besides being located on a hill. . . . A. HEATON, manager of the Regal, Beverley, started his campaign on "Metroscope" five weeks before playdate by giving the story to the local press and continuing to keep it before the public with letters to the editor. . . . L. F. HOLMAN, of the Ritz, Hereford, another wide-awake manager who was able to arrange a tieup with the local Sea Cadets for "The Cruel Sea," with a parade and stage display.

**Q** G. C. HOPKINS manager of the Astra Cinema, Wellesbourne, sends photo of a castle display for "Ivanhoe," which must have attracted attention. . . . With only a week's notice of his "Dream Wife" playdate, D. HUGHES, manager of the Regal, Cheltenham, had to work fast to exploit it. With street stunts prohibited, he used store window displays and had over-printed balloons released at a dance attended by 800 people. . . . JOHN E. LAKE, manager of the Savoy, Luton, says he is out fighting for further Quigley honors and sends good proof of his efforts. He recently arranged for the free showing of "Young Wives' Tale" at a local hospital. . . . HENRY LARGE, relief manager, who is presently at the Odeon, Bedminster, sends information on his exploitation of recent programs. For "Desert Legion" he had ads in both French and English to enable the many French visitors to understand them. . . . T. W. LEWIS, manager of the Odeon Theatre, Bilston, sends campaign on "A Queen Is Crowned" and says the theatre was a hive of activity with special showings for dignitaries, school children and old age pensioners. . . . DESMOND MCKAY, manager of the Playhouse, Galashiels, fortunate in finding the editor of the local newspaper short of material and glad to run his film quiz for "The Crimson Pirate" without charge. He also sends us proof of activities on other programs. . . . S. V. MURDOCH is another manager who tied in with the local Sea Cadets for his showing of "The Cruel Sea" at his Gaumont Cinema in Liverpool. In addition he arranged to display a 10x3 foot streamer across the main counter of the public library which advertised the book and the picture with name of theatre. . . . R. W. PARKER, manager of the Regal, Torquay, sends us photos showing crowds which gathered to watch his street stunt of girls in "Moulin Rouge" costumes on lorry and can-can dancers in his lobby.

**Q** F. W. PIETERSON had a cut-out replica of "Titanic" in its sinking position displayed in the lobby of the Plaza theatre in Camden Town, London, in front of which was a row of life-belts encircling letters to spell out the name of the picture. . . . N. SCOTT BUCCLEUCH, manager of the Regent cinema, Norwich, credits his receptionist, G. BRAUND, who is training to be assistant manager, with designing campaign on "Cosh Boy," which was carried out by the manager in cooperation with the local police department. Photographs showed methods of preventing burglaries. . . . HAROLD SHAMPAN's many-sided exploitation for "Stalag 17" included a spy hunt and actual replicas of prisoner of war card throw-aways to arouse attention to the showing of the picture at his Gaumont, Islington theatre. . . . E. L. SHELMEIRDINE, manager of the Ritz, Hastings, promoted nautical equipment for his "Plymouth Adventure" lobby display, then had a guessing contest as to the length of the rope and the weight of the anchor displayed. . . . CHARLES SMITH, manager of the Regent theatre, Brighton, arranged to have little "Peter Pan" stickers inserted in cigarette and candy packages sold in his lobby and had displays in local coffee shops and restaurants. . . . J. L. SMITH of the Palace cinema, Abroath, arranged a swimming contest in the local pool for his showing of "One Piece Bathing Suit," with entrants in old-fashioned bathing attire. Throw-aways of Esther Williams' swimming tips were also used. . . . F. BERNARD SOAFER, assistant manager at the Odeon theatre, Nottingham, asks us to note change of address from the Empire, Mansfield, and sends us a worthy entry for the Quigley Awards third quarterly competition on exploitation for recent programs. . . . M. E. WARD of the Regal cinema, Staines, contacted the principals of 51 local schools about "Elizabeth Is Queen," resulting in the morning attendance of more than 3,000 children.

**Q** G. C. WILLIAMS, manager of the Regent cinema, Chatham, used that old stand-by, the sandwich man, the weekend prior to playing "The Story of Three Loves," with cut-out portraits of the stars. . . . FRANK WITTS, manager of the Hippodrome, Gloucester, used teaser throw-aways for "Niagara" labeled "For Men Only" and had a nearby chemist wrap his customers' purchases in overprinted paper. . . . S. C. SHINGLES, who assists the manager at the Odeon in Stafford, asked ex-Desert Rat patrons for souvenirs of the Lybian Desert for lobby display and collected many suitable for exploiting "The Desert Rats." His "Man on a Tight-rope" publicity included a six-foot cut-out man and letters spelling out the name of the film on a rope strung from the theatre to the library directly across the street. . . . F. MONROE put on a well rounded campaign for "A Queen Is Crowned" at the Odeon theatre, Crewe, and we'll be entering his book in the next Quigley Awards competition. . . . C. A. PURVES of the Astra Cinema, Hemswell, used a huge target display for "Ivanhoe" with a sign underneath which reads "Make 'Ivanhoe' your target next Thursday-Friday," and we'll save the photo for an early overseas page. —W. T.

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## Legion Approves Seven Of Eight Films Reviewed

The National Legion of Decency this week reviewed eight films, placing six in Class A, Section I, morally unobjectionable for general patronage; one in Class A, Section II, morally unobjectionable for adults, and one in Class B, morally objectionable in part for all. In Section I were "Bandits of the West," "Conquest of Cochise," "Down Laredo Way," "The Golden Blade," "Half a Hero" and "Terror on a Train." In Section II was "Devil's Canyon." "Strange Deception" was placed in Class B because it "tends to condone immoral actions."

## Decca Records Purchases More Universal Shares

Decca Records gained a closer hold on Universal Pictures in recent transactions by purchasing 36,900 shares of the film company's stock and exercising warrants for an additional 37,500, according to the latest reports of the New York Stock Exchange. This brings Decca's total holdings in the film company to 544,575 shares, which is more than half of the outstanding shares.

## File Petitions for Kansas "Moon Is Blue" Showing

KANSAS CITY: United Artists and Holmby Productions, Inc., distributors and producers of "The Moon Is Blue," have filed a petition in the Wyandotte County, Kansas, District Court, asking permission to exhibit the film in Kansas. The board of

review of the state has disapproved the picture but the petitioners claim that the letter of rejection should be negated. The brief claims that the board has not set up statutory reasons for the rejection; the picture does not contravene reasons for rejection set up in the state statute; and the statute is unconstitutional as to the Kansas and Federal constitutions. The Kansas statute provides for such recourse from the decision of the board of review, but it has rarely been used.

## Lee Hats Sets Preview of Color Theatre Television

A preview of commercial color television on a theatre-sized screen will be held September 30 at the Hotel Plaza in New York when the Frank H. Lee Company, Danbury, Conn., shows its 1954 spring line of men's hats to some 500 dealers via a closed circuit demonstration arranged by Theatre Network Television. Nathan L. Halpern, president of TNT, said the preview would "launch the regular use of large screen color television by TNT for business and commercial organizations. Non-dealers may attend the preview by purchasing a \$50 ticket, proceeds from which will go to charity.

## Mason to Star in Musical

James Mason will co-star with Judy Garland in the new musical "A Star Is Born," to be produced in WarnerColor by Miss Garland's husband, Sid Luft, for Warner release.

## Bing Crosby, Danny Kaye To Star in "Christmas"

Paramount Pictures' "White Christmas," prepared by Irving Berlin, will co-star Bing Crosby and Danny Kaye, it has been announced. Kaye will replace Donald O'Connor, who has been forced to withdraw from the cast by a sudden illness. Rosemary Clooney and Vera-Ellen will remain as the feminine stars of the musical which Michael Curtiz will direct and Robert Emmet Dolan will produce. Kaye made it clear that his role in this picture will not change his plans for future pictures for Dena Productions.

## Wayne to Star in Film

John Wayne will star in the forthcoming Wayne-Fellows picturization of Ernest Gann's novel, "The High and Mighty," to be released by Warner Brothers.

## Leonard Dunn Dies

BOSTON: Leonard A. Dunn, 55, former head of concessions for New England Theatres, Inc., died suddenly of a heart attack August 22. He is survived by his widow and two brothers. Funeral services were held August 25 in Lynnfield, Mass.

## Edwin L. Harvey

Edwin L. Harvey, 69, makeup editor of Fox Movietone News, died August 18 of a heart ailment in New York. Mr. Harvey opened the first newsreel theatre in New York and London. He is survived by his widow, Margaret.

# The Product Digest

## The Beggar's Opera

WB-Wilcox-Olivier—

John Gay's 18th Century Classic

(Color by Technicolor)

Sophisticated American audiences have an extraordinary treat in store for them in "The Beggar's Opera," a lusty, brawling, beautiful screen adaptation of John Gay's classic 18th Century operetta having to do with the low-life and loves of a highwayman. Starring Sir Laurence Olivier, who co-produced with Herbert Wilcox, this British production ranks pictorially among the loveliest films ever made and probably is one of the screen's most successful interpretations of operetta.

The nature of the film limits its appeal to selective theatres, but their response should be overwhelming. It will have long, long runs in the key spots and will be brought back again and again to delight an ever-growing audience. Exploitation-wise, the major factor of "The Beggar's Opera" is that "Olivier Sings," a news note to approximate the importance of a flash from Hollywood some years back that Garbo was talking. While he'll never give Pinza any competition, Olivier does sing with a charming nonchalance that characterizes his entire performance and perfectly fits the light, traditional airs which make up the score.

By no means, however, is Olivier's performance of the dashing highwayman the entire picture. The production, directed by Peter Brook, a promising 28-year-old genius, is a series of tumultuous, colorful scenes leaning heavily on the design and robust view of 18th Century London life to be found in the prints of Hogarth. The fine use of the Technicolor cameras equals that of Olivier's other classic, "Henry V."

Framed as an opera-within-an-opera, the story opens in the infamous Newgate prison where highwayman Olivier awaits hanging with some impatience. A beggar shows up who has written the highwayman's story with music and the scene shifts into this opera, with Olivier playing himself in a series of romantic pica-dillos, involving the pretty and naive daughter of a venal shopkeeper, and the somewhat "accessible" daughter of the gaol-keeper himself. Betrayed by women, the highwayman ends back in prison, eventually to escape in a way that need not be revealed.

Assisting Olivier are Dorothy Tutin, the unfortunate lass who marries the highwayman; Daphne Anderson, the gaoler's impetuous daughter; and Stanley Holloway, Athene Seyler and George Devine as some of the unprincipled older folks. With the exception of Olivier and Holloway, professional singers provide the singing voices for the cast. Britain's foremost poet-playwright, Christopher Fry, did the adaptation and Denis Cannan the screenplay. Warner Brothers is the American distributor.

The continuously fresh and melodic score, including upwards of 30 songs, was arranged by

Sir Arthur Bliss who, with photographer Guy Green, is perhaps responsible for the film's finest moments. Among these are the opening shots of the highwayman riding wild and free across the rolling countryside, his dashing escape from prison, rough and tumble tavern scenes and a procession through jammed London streets leading the highwayman to the gallows, a festival all the way in action, color patterns and music. The latter is a fitting climax for a wonder-full motion picture.

Seen at the Warner Brothers screening room in New York. Reviewer's Rating: Excellent.—VINCENT CANBY.

Release date, September 26, 1953 (for special engagements). Running time, 94 minutes. PCA No. 16384. General audience classification.  
**Captain Macheath**.....Laurence Olivier  
**The Beggar**.....Hugh Griffith  
**Polly Peachum**.....Dorothy Tutin  
**Peachum**.....George Devine  
**Mary Clare**, Athene Seyler, Stanley Holloway, Daphne Anderson, Yvonne Furneaux, Margot Grahame

## Mister Scoutmaster

20th-Fox—"Belvedere" and the Boys

Clifton Webb, the perennial mass-appeal sophisticate, leans more toward sentiment than usual in his latest opus. Although he doesn't play the part of the fabulous Lynn Belvedere, his lines and escapades are similar up to a point. And that point is the wonderfully winsome child, George "Foghorn" Winslow, who very nearly makes Webb play second fiddle.

This time the redoubtable Webb is a television star whose program is an intellectual bonanza but which doesn't dent the younger audience at all. And as a breakfast food is the sponsor and it's not selling, the acid-tongued Mr. Webb has to learn about children, but fast. In short order, he becomes a scoutmaster and meets young Winslow, who seems to bedevil his every move. The boy is very mysterious about his family and home, merely claiming he's wealthy. When Webb discovers he actually lives in the slums, the boy disappears and a searching party is formed, whereupon the scoutmaster himself gets lost. Young George finds him and by this time there's a deep attachment between the two. Webb and his wife, who are childless, adopt the boy.

Although much sentiment is sprinkled throughout, the picture never becomes maudlin and the comedy, especially in the first half, predominates. And it's funny comedy too. From Webb's typically caustic comments to the scouts' slapstick tomfoolery to Winslow's expert comic performance, the film is a consistent laugh-getter.

Offering excellent assistance are Edmund

Gwenn as a pastor who tries to keep the boys in line, and Frances Dee as Webb's wife. "Mister Scoutmaster" is a natural for the few million boy scouts in this country, their families, their friends and anybody who wants to laugh a lot and cry just a little.

The prolific Leonard Goldstein was the producer and Henry Levin the director. The screenplay was by Leonard Praskins and Barney Slater, based on a book by Rice E. Cochran called "Be Prepared."

Seen at a "sneak" preview at the Romy theatre in New York, where the audience was kept constantly amused. Reviewer's Rating: Very Good.—JAY REMER.

Release date, September, 1953. Running time, 87 minutes. PCA No. 16550. General audience classification.  
**Robert Jordan**.....Clifton Webb  
**Dr. Stone**.....Edmund Gwenn  
**Mike**.....George "Foghorn" Winslow  
**Helen Jordan**.....Frances Dee  
**Veda Ann Borg**, Orley Lindgren, Jimmy Moss, Sammy Ogg, Jimmy Hawkins, Skip Torgerson, Dee Aaker, Mickey Little, Jon Gardner, Sarah Selby, Amanda Randolph, Otis Garth, Teddy Infuhr, Harry Seymour, Bill McKenzie, Steve Brent, Robert B. Williams, Bob Sweeney, Tina Thompson, Billy Nelson, Stan Malotte

## 99 River Street

UA-Edward Small—Action Melodrama

Love and intrigue are stirred briskly against a background of jewel theft and murder in "99 River Street." Although made in a standard pattern the picture is well paced and manages to keep tension sustained to the end.

John Payne plays a taxi-driving ex-prize fighter who is married to Peggie Castle, a scheming, luxury-loving young lady. The conflict between husband and wife reaches its climax when she runs off with Brad Dexter. Presently it is learned that Dexter's profession is diamond stealing. Before long Dexter's love for Miss Castle expires, whereupon he kills her and plants her body in Payne's car. To clear himself of suspicion of murder Payne goes on a desperate search for Dexter. It carries through a series of underworld incidents that frequently leave him badly mauled. Throughout the frenzied searchings he is aided by Evelyn Keyes, an actress who makes her career secondary to Payne's best interest.

Payne finally meets with Dexter in a dry-dock and what ensues is a savage encounter, flight, more fistic exchanges and final capture. The screenplay by Robert Smith terminates with Payne and Miss Keyes in a happy, romantic mood.

An Edward Small presentation, it was directed by Phil Karlson.

Seen at the home office projection room. Reviewer's Rating: Good.—MANGEL HERBSTMAN.

Release date, September 11. Running time, 83 minutes. PCA No. 16315. Adult audience classification.

**Ernie Driscoll**.....John Payne  
**Linda James**.....Evelyn Keyes  
**Victor Rawlin**.....Brad Dexter  
**Frank Faylen**, Peggie Castle, Jay Adler, Jack Lambert, Eddy Waller, Glen Langan, John Day, Ian Wolfe, Peter Leeds, William Tannen, Gene Reynolds

(Reviews continued on following page)

### SHOWMEN'S REVIEWS ADVANCE SYNOPSIS SHORT SUBJECTS CHART THE RELEASE CHART THE COMPANY CHART



## China Venture

Columbia—War Drama

A dramatic facet of the war in the Pacific is illuminated in "China Venture." The year is 1945 and the war in the Pacific is proceeding well for the U. S. when it is learned that a Japanese admiral has been shot down in China where he is being held prisoner by Chinese guerrillas. He is wanted for questioning by the U. S. to determine whether his people are ready to surrender.

With this as the background, the screenplay by George Worthing Yates and Richard Collins has a small task force of U. S. Marines and Navy personnel penetrate the jungle to buy the admiral from the guerrillas. The unit is under the charge of a commander, Barry Sullivan, but actually it is Marine Captain Edmond O'Brien, who is the guiding brains of the force. As the force thrashes its way through the jungle fastness a series of problems arise to provide the dramatic effect to the story. There are the booby traps, the treachery of the enemy and the natural hostility of the elements to put obstacles in the way of the unit as it proceeds towards the achievement of its goal. A slight but pleasant feminine touch is provided by Jocelyn Brando, a nurse who goes with the mission only to get caught up in its rigors.

The picture is put together pretty much in standard fashion, but nonetheless it contains enough entertainment ingredients to keep the average fan satisfied.

Anson Bond produced and Don Siegel directed.

Seen at the home office projection room. *Reviewer's Rating: Good.*—M. H.

Release date, September 1953. Running time, 83 minutes. PCA No. 16454. General audience classification.

Capt. Matt Reardon.....Edmond O'Brien  
Commander Bert Thompson.....Barry Sullivan  
Lt. Ellen Williams.....Jocelyn Brando  
Leo Gordon, Richard Loo, Dayton Lummis, Leon Askin, Dabbs Greer, Alvy Moore, Wong Artaine, Philip Ahn, Guy Way, Frank Wilcox, James Anderson, Rex Reason, Told Karns

## Saginaw Trail

Columbia—Autry in Old Michigan

Gene Autry, taking time off from his extensive radio and television chores, turns to old Michigan as the locale for his latest production for theatrical distribution. It is a typical Autry job, simple and straightforward, leavened a bit by the songs of Autry and some comedy routines by Smiley Burnette.

The Dorothy Yost-Dwight Cummins story and screenplay casts Gene in his usual Ranger role, this time assigned to investigate a series of Indian raids on settlers moving into the Saginaw Trail section of Michigan. The year is 1827 and the territory comprises the lucrative fur empire of Eugene Borden who, it is early revealed, has his henchman, Myron Healey, disguise himself as an Indian to conduct the raids designed to discourage settling.

With the aid of Smiley and Ralph Reed, a 15-year-old who was made an orphan by one of Healey's raids, Gene ferrets out the real villains and just in the nick of time to prevent further massacres. The romantic triangle of the piece is provided by young Reed, little Connie Marshall—Borden's ward, and Henry Blair, Borden's prissy son. Young audiences will find this problem resolved to their delight and satisfaction.

Armand Schaefer produced and George Archainbaud directed. There is the usual quota of riding and shooting, but the rough stuff is played in a minor key, as it should be.

Seen at the Columbia screening room in New York. *Reviewer's Rating: Good.*—V. C.

Release date, September, 1953. Running time, 56 minutes. PCA No. 16380. General audience classification.

Gene Autry.....Gene Autry  
Smiley Burnette.....Smiley Burnette  
Flora Tornay.....Connie Marshall  
Jules Brissac.....Eugene Borden  
Ralph Reed, Henry Blair, Myron Healey, Mickey Simpson, John War Eagle, Rod Red Wing, Billy Wilkerson, Gregg Barton, John Parosh

## Mr. Denning Drives North

Carroll—Melodrama, Drama, Comedy

If Alec Coppel, who wrote the screenplay and the novel upon which it was based, had made a definite decision as to which direction this picture was going, he might have had a very fine drama, comedy, mystery or even satire. But instead it's a potpourri of everything with the individual parts satisfying rather than the whole concoction.

The story starts simply enough. John Mills, as a rich aircraft manufacturer, is worried over something terribly important. When it reaches the point of nightmares and sleepwalking, he confesses to his wife, Phyllis Calvert, that he killed a man. The victim, a most unsavory character, was about to run away with their daughter when Mills goes to his apartment and warns him to leave the girl alone. He knocks him down and the man is killed accidentally. Rather than cause a scandal, he buries the body in a desolate spot and makes it appear like an accident. From there on the picture goes from one climax to another, each time the couple thinking Mills is safe at last only to discover another small clue which puts his safety in jeopardy. This slick manipulation of plot is amusing at first, but then becomes repetitious.

As is usually the case with good British melodramas, the small character studies and the individual acting bits stand out. Mills and Miss Calvert perform nicely, jumping dexterously from terror to humor to romance and back again. Sam Wanamaker, the American actor, plays a friend of the family, a lawyer who innocently causes much anguish when he stumbles on evidence. Others in the cast include Eileen Moore as the daughter, Herbert Lom as the murdered man and Raymond Huntley, Wilfrid Hyde White and Bernard Lee. "Mr. Denning Drives North" is a good entry for the art houses, helped enormously by a fine cast. It could have been even better with a few less tricks.

Seen at a New York projection room. *Reviewer's Rating: Good.*—J. R.

Release date, September, 1953. Running time, 93 minutes. General audience classification.

Tom Denning.....John Mills  
Kay Denning.....Phyllis Calvert  
Liz Denning.....Eileen Moore  
Chuck Eddowes.....Sam Wanamaker  
Herbert Lom, Raymond Huntley, Russell Water, Wilfred Hyde White, Freda Jackson, Trader Faulkner, Sheila Shand Gibbs, Bernard Lee

## Eyes of the Jungle

Lippert—Jon in the Jungle

Jon Hall is back among the flora and fauna of the jungle again, but instead of Africa, the locale this time is India. He and his friend, Ray Montgomery, are over there doing medical research. But their adventures with the local hoodlums take up more time than their test tubes.

The heroes have three separate escapades all leading into each other. Apparently it was adapted from a television film series which was produced under another name. Their first conquest is a phony "fossil hunter" who is trying to steal some native treasure. Then they recover a gold plaque stolen by two Americans. Their third bit of heroism (and the most interesting) is the breaking up of a slave girl ring. They are about to start on another adventure when the picture reaches its conclusion.

Hall and Montgomery play the same parts they did in another recent jungle feature, "White Goddess." This picture, perhaps because of its variety, is slightly better.

Rudolph Flothow produced and Paul Landres directed from a screenplay by Barry Shipman and Sherman L. Lowe. The film is an Arrow Production.

Seen at the New York theatre. *Reviewer's Rating: Average.*—J. R.

Release date, July 1, 1953. Running time, 79 minutes. PCA No. 16545. General audience classification.  
Tom Reynolds.....Jon Hall  
Howard O'Brien.....Ray Montgomery  
Victor Millan, Edgar Barrier, Frank Fenton, Merrill McCormick, Robert Shayne, Leonard Penn, Charles Stevens, William Tannen, Alyce Lewis, David Bond

## ADVANCE SYNOPSES

### MOGAMBO (MGM)

PRODUCER: Sam Zimbalist. DIRECTOR: John Ford. PLAYERS: Clark Gable, Ava Gardner. Technicolor.

DRAMA. Clark Gable, a white hunter in Africa, has an unexpected visitor in the form of Ava Gardner, who arrives to join a wealthy maharajah. Presently there arrives a British anthropologist, Donald Sinden, and his wife Grace Kelly. In time there develops a romantic triangle against the background of a safari through the jungle. After a series of conflicts, the finale sees Gable and Miss Gardner romantically united.

### MOONLIGHTER (WB) (3D)

PRODUCER: Joseph Bernhard. DIRECTOR: Roy Rowland. PLAYERS: Barbara Stanwyck, Fred MacMurray, Ward Bond.

DRAMA. Fred MacMurray, a "moonlighter" who rustles cattle by the light of the moon, and a hobo find themselves in jail. A lynch mob comes after MacMurray but they mistake the hobo for him. Barbara Stanwyck, MacMurray's former sweetheart comes to claim the body, but learns that he is still alive. MacMurray attempts to avenge the murder and his eventually rekindled love for Miss Stanwyck rounds out the story.

### TAKE THE HIGH GROUND! (MGM)

PRODUCER: Dore Schary. DIRECTOR: Richard Brooks. PLAYERS: Richard Widmark, Elaine Stewart. AnscoColor.

DRAMA. Richard Widmark, a sergeant at a U. S. Army replacement training center, is as hard as nails with the young men who come from the 48 states. Against the background of his efforts to whip them into fighting shape there unfolds a romantic triangle that involves himself and Elaine Stewart, a war widow, and Karl Malden. Widmark succeeds in training his men at the frequent risk of his limb, but doesn't quite succeed in winning Miss Stewart.

### SHADOWS OF TOMBSTONE (Rep.)

ASSOCIATE PRODUCER: Rudy Ralston. DIRECTOR: William Witney. PLAYERS: Rex Allen, Koko, Slim Pickens.

WESTERN. Rex Allen sets out to clean the lawlessness out of the town of Shadow Rock. He eventually discovers that the sheriff himself is behind the crookedness. After a series of maneuvers, and with the aid of a newspaper, Allen exposes the sheriff.

## SHORT SUBJECTS

### A WESTERN WELCOME (RKO)

Ray Whitley Series (43,401)

Ray Whitley and his fellow cowboys arrange an old fashioned welcome of their new ranch owner. Never suspecting that the new owner could be a woman, they mistake an attorney for the owner. The misunderstanding leads to the boys being fired. However, it all ends happily as the singing cowboys are rehired again.

Release date: August 21, 1953 18 minutes

### MORNING LIGHT (20th-Fox)

Sport (3303)

This sport short deals with fishing in Florida. We gather up the proper equipment and go out into the quiet waters and wait for a nibble. When we finally get a nibble, a 160-pound fury tests the strength and skill of the fisherman before being brought into tow.

Release date: July 7, 1953 9 minutes

### DESERT KILLER (WB)

Sports Parade (9508) color

The tracking down and capturing of a wild mountain lion are the main themes of this



Technicolor short. A young Indian lad with the help of a neighboring rancher and his son capture a lion which is threatening the Indian's herd. Once they catch up with the lion, they capture him and use him as an attraction to help sell blankets.

Release date: June 27, 1953

10 minutes

# NO PLACE LIKE ROME (Paramount)

Kartune (X12-6) color

Cartoon figures visit sunny Italy and go on a sightseeing tour. Among the fun-filled trips they take are to Mount Etna and the Leaning Tower of Pisa. Next, they're off to Venice to see the barbers show their artistry. In Milan, we hear a tenor giving a rendition of the old favorite "Oh Ma-Ma." With the song in the background, a pair of honeymooners enter the longest tunnel in the world and emerge from it with a big surprise.

Release date: July 31, 1953

7 minutes

# BRITISH TRADE AND INDUSTRY (U-I)

Earth and Its Peoples (8369)

As we follow a typical industrial British family through its daily activities we are given a glimpse of the country's industrial power. We catch a view or two of London and settle in Newcastle to live and work with our family. We see them at work in the mines, welding ships and having tea together after working hours. The boys in the family are football enthusiasts.

Release date: June 15, 1953

21 minutes

# MY PAL (RKO)

My Pal Series (43,201)

When thieves steal a shepherd dog, a puppy tries to follow and gets lost. An orphan lad, working on a farm for miserly Uncle Thad finds the pup and raises it. Later, when Uncle Thad orders the lad to get rid of the dog, he runs away. Fortunately they meet up with the shepherd dog in a critical moment. The Shepherd Dog recognizes the other dog and it all leads to a happy ending.

# RIDE A WHITE HORSE (WB)

Sports Parade (9509)

The scene of this short is the famous White Horse Ranch in Nebraska which is famous as a riding school for young girls. Girls from all over the country come to the ranch to learn how to train and take care of their own horses. The climax of the story is the graduation day exercises in which we see the grand parade and the jumping events.

Release date: July 25, 1953

10 minutes

# FOOTBALL ROUNDUP (20th-Fox)

Sport (3302)

The highlights of the past collegiate football season are relived in this one-reeler. We see the bands in action and the precision exhibitions of the card performers. In the Mid-West, Wisconsin's Rose Bowl Badgers are seen cutting a wide swath in the opposition's defense. Also in the grid spotlight are Michigan State, Oklahoma, Notre Dame and the professional Cleveland Browns and Detroit Lions.

Release date: June, 1953

8 minutes

# BILLIARD AND BOWLING CHAMPS (Columbia)

World of Sports (5808)

Slow motion photography highlights some of the skills displayed by experts Willie Mosconi, Willie Hoppe and Joey Falcaro. Mosconi demonstrates his touch at filling the pool table pockets with balls. Hoppe performs some of his miracle cushion shots and Falcaro shows his technique on the alleys.

Release date: June 18, 1953

10 minutes

# FLYING HORSESHOES (Paramount)

Grantland Rice Sportlight (R12-10)

We learn the rules and scoring regulations of one of the most popular competitive sports—horseshoe pitching—in this Sportlight. We see

Fernando Isais, the world's champion of the "shoe" crowd, demonstrate some plain and fancy pitching while his family offers some obstacles for him to overcome. Among his top tricks are pitching over his wife and making a ringer blindfolded.

Release date: June 12, 1953

9 minutes

# WILD OVER YOU (WB)

Looney Tune (9719) color

This is a romantic adventure in the life of Pepe Le Pew, boy skunk. Pepe tries to romance what he thinks is a female skunk, which is in reality an escaped wild cat disguised as one. The laughs come fast and furiously when the wild cat takes offense to Pepe's quest for love.

Release date: July 11, 1953

7 minutes

# KAMIKAZE (20th-Fox)

See It Happen (6303)

The U.S. Bunker Hill is seen being attacked by Japan's suicidal kamikazes. The ship sinks as it receives death blows from the enemy planes. A sister carrier sends planes aloft to add to the defense of the fleet. The kamikazes are presented in other dramatic moments of the war.

Release date: July, 1953

10 minutes

# HOT WATER (Columbia)

Comedy Favorites (5436) Reissue

While their wives are on vacation, Gus and Dick induce a beautiful blonde to clean up their apartments. The wives unexpectedly return when the blonde is present. In their efforts to get rid of the blonde, the boys get mixed with a gang of thieves, get beaten up, and promise to be faithful ever more.

Release date: July 16, 1953

18½ minutes

# SURF BORED (Paramount)

Noveltoon (F12-6) color

Little Audrey brings her dog to a beach at which there are no dogs allowed. She schemes a way of getting herself and the pooch past the lifeguard without being seen. But the lifeguard sees them and chases them away. It is only after Audrey saves the lifeguard from an octopus that all is well.

Release date: July 17, 1953

7 minutes

# TOM-TOM TOMCAT (WB)

Merry Melody (9718) color

While on their way to the Golden West, Granny and her pet bird, Tweety, are attacked by Indians. The Indians who attack the covered wagon are, in reality, cats who want Tweety. Granny and Tweety take positions within the walls of a deserted frontier fort and defeat the Indians.

Release date: June 27, 1953

7 minutes

# HOW TO KEEP COOL (20th-Fox)

Terrytoon (5322) color

Dimwit, the dopey dog, battles the heat in this short. He resorts to fans, lemonade and the beach resorts. His escapades at the beach are quite humorous. The waves beat him down, the flies steal his food and in general he has a miserable time at the shore. Finally he returns home and foils the heatwave by crawling into the refrigerator.

Release date: October, 1953

10 minutes

# HE FORGOT TO REMEMBER (RKO)

Leon Errol Comedies (43,702)

Leon Errol and his pal Harry Harvey tell their wives they are going on a week-end fishing trip. Instead they have a gay time with a girl. To avoid exposure Errol takes refuge in pretended amnesia. A series of embarrassing situations arise for Errol as a result.

Release date: August 14, 1953

17 minutes

# FARMER-FISHERMEN (U-I)

Earth and Its People (8370)

The camera studies a Norwegian family living in the northern coastal farm region. The

family lives and works on a fishing boat during the winter and does not return home until spring. Then the crops are planted and the cattle graze in the high mountain pastures. The children live in huts until needed to help with fall harvesting.

Release date: July 13, 1953

21 minutes

# DUCK DODGERS IN THE 24TH CENTURY (WB)

Merry Melody (9720) color

The time: 24th century. The main character: Daffy Duck as Duck Dodgers. The problem: will Duck Dodgers and his assistant, Space Cadet Porky Pig, find the missing planet X. When the heroes find the planet, a mean Martian character insists the planet belongs to him. As would be expected, this starts a big argument and keeps the laughs zooming.

Release date: July 25, 1953

7 minutes

# THE RELUCTANT PUP (20th-Fox)

Terrytoon (5321) color

The Terry Bear cubs decide to enter Pago, their huge dog, in a dog show. In their attempts to ready the dog for the show, papa gets knocked about quite a bit. Papa gets more and more annoyed with the dog until the cubs tell him that if the dog wins they will get many prizes. The dog wins and everyone is happy.

Release date: October, 1953

7 minutes

# SO YOU LOVE YOUR DOG (WB)

Joe McDoakes Comedy (9406)

Joe has an unusual friend, Dusty, a dog who does everything wrong. In World War II, he gave information to the enemy. After the war, he continues to be "helpful" with such playful tricks as derailing railroad trains, bringing strange people into the home and helping a burglar. However, Joe and Dusty return to the Korean war for more misadventures.

Release date: August 1, 1953

10 minutes

# UNLUCKY DOG (RKO)

Edgar Kennedy (43,501)

Edgar Kennedy's brother-in-law, in order to get \$500, tries to sell him a "talking" dog. By means of ventriloquism, he makes a stray mutt seem to carry on conversations. Edgar is completely fooled and after contacting a radio station, receives an offer of \$1,000 per week for the use of the dog. He agrees to buy the animal for \$500 and eventually discovers that he was "stuck."

Release date: August 7, 1953

15 minutes

# OUT WEST IN HOLLYWOOD (Columbia)

Screen Snapshots (5860)

A Western party at which Ken Murray and Lori Anders help host Ralph Staub has many Western personalities and other top stars show up.

Release date: July 23, 1953

10½ minutes

# SNIFFLES TAKES A TRIP (WB)

Blue Ribbon Technicolor Cartoon (9312)

reissue  
Sniffles, the mouse, is quite happy as he prepares himself for a peaceful vacation in the country. When he arrives, he settles down for a nap in his hammock. Because of constant interruptions, Sniffles moves the hammock between two trees which turn out to be the legs of a crane. As night approaches, various noises and shapes scare him so badly that he rushes out of the meadow and back to his home in the city.

Release date: August 1, 1953

7 minutes

# BILLIARD AND BOWLING CHAMPS (Columbia)

World of Sports (5808)

Such famous names in bowling and billiards as Willie Mosconi, Willie Hoppe and Joey Falcaro are seen demonstrating their skill. Mosconi and Hoppe perform some of their miracle shots on the pool table and Falcaro on the bowling alleys. Slow motion photography is used to highlight some of the skills displayed.

Release date: June 18, 1953

9½ minutes

# THE RELEASE CHART

## Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the PRODUCT DIGEST SECTION of MOTION PICTURE HERALD.

Short Subjects Chart with Synopses Index can be found on pages 1950-1951, issue of August 15, 1953.

Feature Product by Company starts on Page 1973, issue of August 29, 1953.

For exploitation see Managers' Round Table section.

\*Following a title indicates a Box Office Champion.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), M—Mature Young People, Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: (A-1), Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

(S) before a page number indicates advance synopsis.

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S)=synopsis		RATINGS			
				Issue	Page	Nat'l Groups	L. of D.	Herald Review	
A									
Abbott & Costello Go to Mars (316)	Univ.	Abbott & Costello	Apr., '53	77m	Mar. 21	1766	AYC	B	Good
Abbott & Costello Meet Dr. Jekyll & Mr. Hyde (329)	Univ.	Abbott & Costello-B. Karloff	Aug., '53	77m	Aug. 1	1934	AYC	A-1	Good
Above and Beyond (313)*	MGM	Robert Taylor-Eleanor Parker	Jan., '53	122m	Nov. 22	1613	AY	A-2	Very Good
Actress, The	MGM	Spencer Tracy-Jean Simmons	Sept. 25, '53	90m	Aug. 8	1941			Excellent
Affair in Monte Carlo (Brit.) (color) (5307)	AA	Merle Oberon-Richard Todd	Aug. 23, '53	75m	June 27	(S) 1887			
Affair with a Stranger	RKO	Jean Simmons-Victor Mature	June 20, '53	89m	June 13	1870	AY	A-2	Fair
Affairs of Dobie Gillis, The (346)	MGM	Debbie Reynolds-Bobby Van	Aug. 14, '53	74m	June 6	1862		A-2	Very Good
Africa Screams	UA	Abbott & Costello (reissue)	Apr. 15, '53	79m					
All-American (333)	Univ.	Tony Curtis-Lori Nelson	Oct., '53	83m	July 25	1925			Very Good
Ali Baba Nights (5215)	Lippert	Anna May Wong (reissue)	May 22, '53	76m					
All Ashore (color) (534)	Col.	Mickey Rooney-Dick Haymes	Mar., '53	80m	Feb. 14	1717	AY	B	Very Good
All I Desire (325)	Univ.	Barbara Stanwyck-Richard Carlson	July, '53	79m	June 20	1877	A	A-2	Very Good
Ambush at Tomahawk Gap (color) (522)	Col.	John Hodiak-John Derek	May, '53	73m	May 9	1829	AY	B	Very Good
Androcles and the Lion (368)	RKO	Jean Simmons-Victor Mature	Jan. 9, '53	98m	Nov. 22	1614	AY	B	Very Good
Angel Face (312)	RKO	Robert Mitchum-Jean Simmons	Feb. 11, '53	90m	Dec. 6	1629	A	B	Very Good
Anna (Ital.) (Eng. Dial.)	I.F.E.	Silvano Mangano-Vittorio Gassman	Jan., '53	111m	Aug. 9	1477		B	Good
April in Paris (color) (209)*	WB	Ray Bolger-Doris Day	Jan. 3, '53	101m	Nov. 15	1605	AY	B	Excellent
Arana (color) (3D) (337)	MGM	Gig Young-Jean Hagen	June, '53	71m	June 27	1885	AYC	B	Very Good
Arrowhead (color) (5227)	Para.	Charlton Heston-Jack Palance	Aug., '53	105m	June 20	1878	AY	A-2	Very Good
Assassin, The (Brit.)	UA	Richard Todd-Eva Bartok	Apr. 22, '53	90m	May 2	1822	AY	A-2	Good
B									
Bachelor in Paris (5213)	Lippert	Dennis Price-Anne Vernon	Apr. 17, '53	83m					
Bad and the Beautiful (315)*	MGM	Lana Turner-Kirk Douglas	Jan., '53	118m	Nov. 22	1613	A	B	Excellent
Bad Blonde (5211)	Lippert	Barbara Payton-Tony Wright	Apr. 10, '53	80m	May 16	1838			Fair
Band Wagon, The (color) (345)	MGM	Fred Astaire-Cyd Charisse	Aug. 7, '53	112m	July 11	1909	AY	A-2	Excellent
Bandit of Sherwood Forest, The (544)	Col.	Cornel Wilde-Anita Louise (reissue)	Mar., '53	87m	Feb. 23, 1946				Good
Bandits of Corsica, The	UA	Richard Greene-Paula Raymond	Feb. 27, '53	81m	Mar. 14	1758	AY	A-2	Good
Bandits of the West (5243)	Rep.	Allan Rocky Lane	Sept., '53	54m	Aug. 22	1958		A-1	Fair
Battle Circus (321)	MGM	Humphrey Bogart-June Allyson	Mar. 6, '53	90m	Jan. 31	1701	AY	B	Very Good
Beast from 20,000 Fathoms, The (221)	WB	Paul Christian-Paula Raymond	June 13, '53	80m	June 20	1878	AY	A-1	Very Good
Beggar's Opera, The (Brit.) (color)	WB	Laurence Olivier-Dorothy Tutin	Sept. 26, '53	94m	Aug. 29	1965		A-2	Excellent
Bellissima (Ital.)	I.F.E.	Anna Magnani-A. Blasetti	May, '53	108m	Feb. 14	1717		A-2	Very Good
Below the Sahara (color) (321)	RKO	Travelogue documentary	May 30, '53	65m	June 13	1869	AYC	A-2	Very Good
Big Break, The	Madison	James Lipton-Gaby Rodgers	Mar., '53	75m	Apr. 4	1783		A-2	Fair
Big Frame, The (319)	RKO	Mark Stevens-Jean Kent	May 15, '53	67m	Apr. 4	1783	AY	A-2	Fair
Big Heat	Col.	Glenn Ford-Gloria Grahame	Oct., '53						
Big Leaguer, The (347)	MGM	Edward G. Robinson-Vera-Ellen	Aug. 21, '53	71m	July 18	1918		A-1	Good
Blood on the Moon (388)	RKO	R. Mitchum-R. Preston (reissue)	Mar. 28, '53	88m	Nov. 13, '48				Good
Blue Gardenia, The (215)	WB	Anne Baxter-Richard Conte	Mar. 28, '53	90m	Mar. 14	1758	A	B	Good
Blueprint for Murder, A	20th-Fox	Joseph Cotton-Jean Peters	Sept., '53	76m	Aug. 1	1933		A-2	Very Good
Botany Bay (color)	Para.	Alan Ladd-James Mason	Not Set		Feb. 7	(S) 1711			
Bright Road (form. See How They Run) (326)	MGM	Robert Horton-Dorothy Dandridge	Apr. 17, '53	69m	Apr. 11	1790	AYC	A-1	Good
Bwana Devil (color) (3D)	UA	Barbara Britton-Robert Stack	Mar. 13, '53	79m	Dec. 13	1637	AY	A-2	
By the Light of the Silvery Moon (color) (219)	WB	Doris Day-Gordon MacRae	May 2, '53	102m	Mar. 28	1773	AYC	A-1	Very Good
C									
Caddy, The (5302)	Para.	Martin & Lewis-Donna Reed	Sept., '53	95m	Aug. 8	1942		A-1	Very Good
Call Me Madam (color) (311)*	20th-Fox	Ethel Merman-Donald O'Connor	Apr., '53	114m	Mar. 7	1749	AY	A-1	Excellent
Call of the Wild (350)	20th-Fox	Clark Gable-Loretta Young (reissue)	Mar., '53	81m	May 4, 1935				
Captive Women (306)	RKO	Margaret Field-Robert Clarke	Jan. 10, '53	65m	Oct. 4	1550		B	Fair
Caretaker's Daughter, The (Brit.)	Beverly								
Champ for a Day (5211)	Rep.	Alex Nicol	Aug. 15, '53						
Charge at Feather River, The (color) (3D) (223)*	WB	Guy Madison-Frank Lovejoy	July 11, '53	96m	July 4	1901		A-2	Very Good
China Venture	Col.	Edmond O'Brien-Barry Sullivan	Sept., '53	83m	Aug. 29	1966			Good
Cinderella (Ital.)	Times	Lori Randi-Gino Del Signore	May 14, '53	96m	June 6	1863			Fair
City Beneath the Sea (308) (C)	Univ.	Robert Ryan-Mala Powers	Mar., '53	87m	Feb. 7	1709	AY	B	Very Good
City Is Dark, The (224)	WB	Sterling Hayden-Gene Nelson	July 25, '53	74m	May 9	(S) 1831	AMY	A-2	
City of Bad Men (color)	20th-Fox	Jeanne Crain-Dale Robertson	Sept., '53	82m	June 27	1885	AY	A-2	Very Good
City That Never Sleeps (5209)	Rep.	Gig Young-Mala Powers	June 12, '53	90m	June 13	1870	AY	B	Good
Clipped Wings (5320)	AA	Bowery Boys	Aug. 30, '53	64m					
Crown, The (316)	MGM	Red Skelton-Jane Greer	Jan. 6, '53	92m	Dec. 27	1662	AY	B	Very Good
Code Two (329)	MGM	Ralph Meeker-Sally Forrest	April. 24, '53	69m	Mar. 14	1759	AY	A-1	Good

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S)=synopsis		Net'l Groups	RATINGS		Herald Review
				Issue	Page		L. of D.		
Column South (color) (320)	Univ.	Audie Murphy-Joan Evans	June, '53	84m	May 16	1839	AY	A-1	Average
Combat Squad	Col.	John Ireland-Lon McCallister	Oct., '53						
Come Back, Little Sheba (5213)*	Para.	Burt Lancaster-Shirley Booth	Feb., '53	99m	Nov. 29	1621	A	B	Excellent
Confidentially Connie (322)	MGM	Janet Leigh-Van Johnson	Mar. 13, '53	71m	Jan. 17	1686	AY	A-1	Good
Conquest of Cochise (color)	Col.	John Hodiak-Robert Stack	Sept., '53	70m					
Count of St. Elmo, The (Ital.)	Cosmopolitan	Nelly Corradi-Massimo Serato	Mar. 13, '53	98m	Mar. 21	1766			Average
Count the Hours (316)	RKO	Teresa Wright-MacDonald Carey	Apr. 1, '53	74m	Feb. 28	1742	A	A-2	Good
Cow Country (5310)	AA	Edmond O'Brien-Helen Westcott	Apr. 26, '53	82m	May 2	1822		A-2	Good
Crash of Silence (form. Story of Mandy) (Brit.) (383)	Univ.	Phyllis Calvert-Jack Hawkins	Mar., '53	93m	Feb. 21	1773	AYC	A-2	Very Good
Cruel Sea, The (Brit.)	Univ.	Jack Hawkins-Donald Sinden	Aug., '53	121m	Aug. 8	1941		A-1	Excellent
Cruisin' Down the River (color)	Col.	Dick Haymes-Audrey Totter	Aug., '53	81m	July 25	1927	AYC	A-1	Average
Cry of the Hunted (330)	MGM	Vittorio Gassman-Polly Bergen	May 8, '53	80m	Mar. 14	1758	AY	A-2	Very Good
Curtain Up (Brit.)	Fine Arts	Robert Morley-Margaret Rutherford	Feb., '53	82m	Feb. 7	1710			Excellent
<b>D</b>									
Dangerous Crossing (330)	20th-Fox	Jeanne Crain-Michael Rennie	Aug., '53	75m	July 25	1927	AY	A-1	Fair
Dangerous When Wet (color) (341)*	MGM	Esther Williams-Fernando Lamas	July 3, '53	95m	May 23	1845	AYC	A-2	Excellent
Desert Legion (C) (315)	Univ.	Alan Ladd-Arlene Dahl	Apr., '53	86m	Mar. 14	1758	AY	A-1	Good
Desert Rats, The (319)	20th-Fox	Robert Newton-James Mason	May, '53	88m	May 16	1837	AY	A-1	Very Good
Desert Song, The (color) (220)	WB	Kathryn Grayson-Gordon MacRae	May 30, '53	110m	Apr. 25	1805	AYC	A-1	Good
Desperate Moment (Brit.)	Univ.	Mai Zetterling-Dirk Bogarde	Sept., '53						
Desperate Search, The (314)	MGM	Howard Keel-Jane Greer	Jan., '53	71m	Nov. 29	1622	AY	B	Good
Destination Gobi (color) (313)	20th-Fox	Richard Widmark-Don Taylor	Mar., '53	89m	Feb. 28	1742	AYC	A-1	Good
Devil's Plot (Brit.)	Bregstein	Robert Beatty-Mervyn Johns	June, '53	90m	July 4	1903			Fair
Devil's Canyon (color) (3D) (402)	RKO	Virginia Mayo-Dale Robertson	July 25, '53	92m	Aug. 22	1957		A-2	Good
Diamond Queen, The (color)	WB	Fernando Lamas-Arlene Dahl	Sept. 12, '53	80m	Aug. 15	1949			Good
Doomed (Ital.)	I.F.E.	France Marzi-Otello Toso	Apr., '53	94m	Apr. 11	1790		B	Average
Double Confession (Brit.)	Stratford	Derek Farr-Peter Lorre	May 2, '53	86m	May 16	1839			Fair
Down Among the Sheltering Palms (C) (317)	20th-Fox	Mitzi Gaynor-David Wayne	Mar., '53	87m	Apr. 4	1782		B	Fair
Down Laredo Way	Rep.	Rex Allen-Dona Drake	Aug. 5, '53	54m	Aug. 22	1957		A-1	Good
Dream Wife (335)	MGM	Cary Grant-Deborah Kerr	June 19, '53	99m	Mar. 14	1758	AY	A-2	Very Good
<b>E</b>									
El Paso Stampede	Rep.	Allan Rocky Lane	Sept., '53						
Eyes of the Jungle (5229)	Lippert	Jon Hall	July 1, '53	79m	Aug. 29	1966			Average
<b>F</b>									
Fair Wind to Java (color) (5207)	Rep.	Fred MacMurray-Vera Ralston	Apr. 28, '53	92m	May 2	1821	AY	A-2	Very Good
Fanfan the Tulip (Fr.)	Lopert	Gerard Philipe-Gina Lollobrigida	May, '53	96m	May 23	1847			Very Good
Fangs of the Arctic (5222)	AA	Kirby Grant	Jan. 18, '53	63m				A-1	
Farmer Takes a Wife (color) (307)	20th-Fox	Betty Grable-Dale Robertson	July, '53	81m	Apr. 25	1805	AYC	A-2	Very Good
Fast Company (332)	MGM	Howard Keel-Nina Foch	May 22, '53	68m	Apr. 18	1799	AY	A-2	Good
Fear and Desire	Burstyn	Frank Sinatra-Kenneth Harp	Apr., '53	68m	Apr. 4	1782		B	Very Good
Fighting Marshall (5334)	Allied	Wayne Morris	Sept. 20, '53						
Fighting Men (5222)	Lippert	Special Cast	Oct. 9, '53						
Five Angles on Murder (Brit.) (form. Woman in Question) (543)	Col.	Jean Kent-Dirk Bogarde	Mar., '53	88m	Feb. 23, '52	1246	A	B	Good
5000 Fingers of Dr. T, The (color)	Col.	Peter Lind Hayes-Mary Healy	Aug., '53	88m	June 20	1877	AY	A-1	Very Good
Flame of Calcutta (color)	Col.	Denise Darcel-Patric Knowles	July, '53	70m	June 27	1886		A-2	Good
Forever Female	Para.	G. Rogers-W. Holden-P. Douglas	Aug., '53	93m	June 6	1861			Excellent
Fort Algiers	UA	Yvonne DeCarlo-Carlos Thompson	July 15, '53	78m	July 25	1927			Fair
Fort Apache (387)	RKO	John Wayne-Henry Forda (reissue)	Mar. 28, '53	128m	Mar. 13, '48				Excellent
Fort Ti (color) (3D) (546)*	Col.	George Montgomery-Joan Vohs	May, '53	73m	May 16	1837	AY	A-2	Good
Fort Vengeance (color) (5303)	AA	James Craig-Rita Moreno	Mar. 29, '53	75m	Apr. 11	1789		A-1	Very Good
49th Man, The (529)	Col.	John Ireland-Richard Denning	June, '53	73m	May 16	1838	AY	A-1	Good
Four Poster, The (519)	Col.	Rex Harrison-Lilli Palmer	Jan., '53	103m	Oct. 11	1558	A	A-2	Excellent
Four Sided Triangle, The (Brit.)	Astor	Barbara Payton-James Hayter	June, '53	81m	May 30	1853			Fair
Francis Covers the Big Town (324)	Univ.	Donald O'Connor-Yvette Dugay	July, '53	86m	June 13	1870	AYC	A-1	Good
Frightened Bride, The (Brit.)	Beverly								
From Here to Eternity	Col.	M. Cliff-B. Lancaster-D. Kerr	Sept., '53	118m	Aug. 1	1933		B	Excellent
<b>G</b>									
Genghis Khan	UA	Elvira Reyes-Lou Salvador	June 12, '53	78m				A-2	
Gentleman's Agreement (352)	20th-Fox	Gregory Peck-Dorothy McGuire (reissue)	May, '53	118m	Nov. 15, '47				Excellent
Gentlemen Prefer Blondes (c) (326)	20th-Fox	Marilyn Monroe-Jane Russell	Aug., '53	91m	July 4	1903	A	B	Excellent
Ghost of Crossbone Canyon	AA	Guy Madison-Andy Devine	Mar., '53	56m	Apr. 4	1783		A-1	Fair
Ghost Ship (Brit.) (5228)	Lippert	Hazel Court-Dermot Walsh	June 12, '53	69m	July 25	1927			Average
Girl Next Door, The (C) (320)	20th-Fox	Jane Haver-Dan Dailey	June, '53	92m	May 16	1839	AY	A-1	Fair
Girl Who Had Everything (328)	MGM	Elizabeth Taylor-Fernando Lamas	Mar. 27, '53	69m	Mar. 7	1750	A	A-2	Good
Girls in the Night (311)	Univ.	Joyce Holden-Glenda Farrell	Feb., '53	83m	Jan. 17	1686	AY	B	Good
Girls of Pleasure Island (5215) (color)	Para.	Don Taylor-Leo Gann	Apr., '53	95m	Feb. 28	1742	AY	A-2	Good
Glass Wall, The (541)	Col.	Gloria Grahame-Vittorio Gassman	Apr., '53	80m	Mar. 7	1750	AY	A-2	Good
Glory Brigade, The (323)	20th-Fox	Victor Mature	July, '53	82m	May 16	1838	AY	A-1	Good
Golden Blade, The (color) (332)	Univ.	Rock Hudson-Pipe Laurie	Sept., '53	81m	Aug. 22	1957		A-1	Excellent
Goldtown Ghost Riders (574)	Col.	Gene Autry-Gail Davis	May, '53	57m	May 23	1846	AYC	A-1	Good
Great Jesse James Raid (color) (5221)	Lippert	Willard Parker-Barbara Payton	July 17, '53	73m	Aug. 22	1958			Good
Great Sioux Uprising, The (color) (326)	Univ.	Jeff Chandler-Faith Domergue	July, '53	80m	June 27	1886	AY	A-1	Good
Greatest Show on Earth (C)* (5129)	Para.	All-Star Cast	May, '53	153m	Jan. 5, '52	1177	AYC	B	Superior
Guerrilla Girl	UA	Helmut Dantine	Jan. 23, '53	81m	May 2	1823		A-2	Average
Gun Belt (color)	UA	George Montgomery-Tab Hunter	July 24, '53	77m	July 18	1918	AYC	A-1	Good
Gun Fury (C) (3D)	Col.	Rock Hudson-Donna Reed	Oct., '53						
Gunfighter, The (348)	20th-Fox	Gregory Peck-Jean Parker (reissue)	Jan., '53	84m	Apr. 29, '50				Very Good
Gunsake (color) (312)	Univ.	Audie Murphy-Susan Cabot	Mar., '53	79m	Feb. 7	1710	AYC	B	Very Good
<b>H</b>									
Half a Hero	MGM	Red Skelton-Jean Hagen	Sept. 4, '53	71m	Aug. 1	1933		A-1	Good
Hans Christian Andersen (color) (351)*	RKO	Danny Kaye-Farley Granger	Dec. 19, '52	112m	Nov. 29	1621	AYC	A-1	Excellent
Hell Is Sold Out (Brit.)	Realart	Richard Attenborough-Mai Zetterling	Jan., '53	75m	Apr. 4	1783		B	Fair
His Majesty O'Keefe (color)	WB	Burt Lancaster-Joan Rice	Not Set		June 20	(S) 1879			
Hitch-Hiker, The (314)	RKO	Edmond O'Brien-Frank Lovejoy	Mar. 21, '53	71m	Jan. 17	1686	AY	A-2	Good
Hoaxers, The (319)	MGM	Guest Narrators	Jan. 30, '53	36m					
Homesteaders, The (5323)	AA	Bill Elliott	Mar. 22, '53	62m	Apr. 11	1790		A-1	Fair



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Hot News (5327)	Allied	Stanley Clements		Oct. 11, '53					
Houdini (color) (5223)	Para.	Tony Curtis-Janet Leigh	106m	July, '53		AYC	A-1	Very Good	
House of Wax (3D) (color) (218)*	WB	Vincent Price-Phyllis Kirk	88m	Apr. 25, '53	1798	A	A-2	Excellent	
Hundred Hour Hunt (Brit.)	Greshler	Anthony Steel-Jack Warner	84m	June, '53	1902			Good	
I									
I Believe In You (Brit.)	Univ.	Celia Johnson-Cecil Parker	91m	Apr., '53	1822	AY	A-2	Good	
I Confess (213)	WB	Montgomery Clift-Anne Baxter	95m	Feb. 28, '53	1709	A	A-2	Excellent	
I Don't Care Girl, The (C) (302)	20th-Fox	Mitzi Gaynor-David Wayne	78m	Jan., '53	1662	AY	B	Very Good	
I Love Melvin (color) (323)	MGM	Donald O'Connor-Debbie Reynolds	77m	Mar. 20, '53	1710	AYC	A-1	Very Good	
I, the Jury (3D)	UA	Biff Elliott-Peggie Castle	87m	Aug. 14, '53	1926		B	Fair	
I'll Get You (5206)	Lippert	George Raft-Sally Gray	79m	Jan. 16, '53	1710			Good	
Inferno (color) (3D) (329)	20th-Fox	Robert Ryan-Rhonda Fleming	83m	Aug., '53	1925	AY	A-2	Excellent	
Invaders from Mars (314) (color)	20th-Fox	Helene Carter-Arthur Franz	78m	May, '53	1790	AY	A-1	Good	
Iron Mask (5313)	Lippert	Douglas Fairbanks (reissue)	Sept. 18, '53						
Iron Mountain Trail (5231)	Rep.	Rex Allen-Nan Leslie	54m	May 8, '53	1862	AYC	A-1	Good	
Island in the Sky	WB	John Wayne-Lloyd Nolan	109m	Sept. 5, '53	1941		A-1	Excellent	
Isle of the Dead (482)	RKO	Boris Karloff-Ellen Drew (reissue)	July 15, '53						
It Came from Outer Space (3D) (322)*	Univ.	Richard Carlson-Barbara Rush	82m	June, '53	1845	AYC	A-1	Very Good	
It Happens Every Thursday (319)	Univ.	Loretta Young-John Forsythe	80m	May, '53	1798	AYC	A-2	Very Good	
It Started in Paradise (Brit.) (color)	Astor	Jane Hylton-Ian Hunter	90m	July, '53	1958			Fair	
Ivanhoe (color) (307)*	MGM	Robert Taylor-Elizabeth Taylor	106m	Feb. 20, '53	1417	AYC	A-1	Excellent	
J									
Jack McCall, Desperado (color) (537)	Col.	George Montgomery-Angela Stevens	76m	Apr., '53	1765	AY	A-2	Very Good	
Jalopy (5318)	AA	Bowery Boys	62m	Feb. 15, '53	1798		A-1	Fair	
Jamaica Run (color) (5220)	Para.	Ray Milland-Arlene Dahl	92m	June, '53	1789	AY	A-2	Very Good	
Jazz Singer, The (color) (212)	WB	Danny Thomas-Peggy Lee	107m	Feb. 14, '53	1677	AY	A-1	Very Good	
Jennifer	Allied	Ida Lupino-Howard Duff		Oct. 25, '53					
Jeopardy (317)*	MGM	Barbara Stanwyck-Barry Sullivan	69m	Feb., '53	1693	AY	B	Good	
Johnny the Giant Killer (color) (5205)	Lippert	Animated Cartoon	70m	June 5, '53	1902	AYC		Good	
Juggler, The (520)	Col.	Kirk Douglas-Milly Vitale	86m	June, '53	1821	AY	A-2	Good	
Julius Caesar	MGM	Brando, Calhern, Garson, Kerr, Mason	121m	Spec.	1861	AY	A-1	Superior	
Justice Is Done (Fr.)	Burstyn	Claude Nollier-Michel Auclair	95m	Mar., '53	1759			Very Good	
K									
Kansas City Confidential	UA	John Payne-Coleen Gray	98m	Jan. 16, '53	1606	A	B	Fair	
Kansas Pacific (5302) (color)	AA	Sterling Hayden-Eve Miller	73m	Feb. 22, '53	1782		A-1	Very Good	
Kid from Left Field, The (325)	20th-Fox	Dan Dailey-Anne Bancroft	87m	July, '53	1926	AYC	A-1	Good	
Kiss of Death (354)	20th-Fox	Victor Mature-Richard Widmark (reissue)	99m	July, '53					
L									
LADY Wants Mink (color) (5205)	Rep.	Ruth Hussey-Dennis O'Keefe	92m	Mar. 5, '53	1773	AYC	A-1	Very Good	
Landfall (Brit.)	Stratford	Michael Denison-Patricia Plunkett	88m	May 9, '53	1863			Fair	
Last of the Comanches (C) (511)	Col.	Broderick Crawford-Barbara Hale	85m	Feb., '53	1669	AYC	A-1	Good	
Last Posse, The (535)	Col.	Broderick Crawford-John Derek	73m	July, '53	1870	AY	A-2	Good	
Latin Lovers (color) (348)	MGM	Lana Turner-Ricardo Montalban	104m	Aug. 28, '53	1926		A-2	Good	
Law and Order (318) (color)	Univ.	Ronald Reagan-Dorothy Malone	80m	May, '53	1781	AY	A-2	Very Good	
Lawless Breed (color) (306)	Univ.	Rock Hudson-Julia Adams	83m	Jan., '53	1629	AY	A-2	Very Good	
Leonardo Da Vinci (color)	Pictura	Documentary	70m	Jan. 1, '53	1622		A-1	Very Good	
Let's Do It Again (color) (533)	Col.	Jane Wyman-Ray Milland	95m	July, '53	1877	A	B	Very Good	
Lili (color) (342)	MGM	Leslie Caron-Mel Ferrer	81m	July 10, '53	1757	AYC	A-2	Excellent	
Limelight	UA	Charles Chaplin-Claire Bloom	143m	Feb. 6, '53	1557	AY	B	Excellent	
Little Boy Lost (5304)	Para.	Bing Crosby-Claude Dauphin	95m	Sept., '53	1909		A-1	Excellent	
Little World of Don Camillo (Ital.-Fr.)	I.F.E.	Fernandel-Gino Cervi	103m	May, '53	1694		A-2	Very Good	
Lone Hand (color) (317)	Univ.	Joel McCrea-Barbara Hale	80m	May, '53	1773	AYC	A-1	Very Good	
Loose in London									
(form. Bowery Knights) (5319)	AA	Bowery Boys	62 1/2m	May 24, '53	1879		A-1	Fair	
Love Happy	UA	Marx Bros.-Marilyn Monroe (reissue)	85m	Apr. 15, '53					
Luxury Girls	UA	Susan Stephen	96m	Jan. 30, '53	1751	A	B	Fair	
M									
Ma and Pa Kettle on Vacation (314)	Univ.	Marjorie Main-Percy Kilbride	75m	Apr., '53	1749	AYC	A-1	Good	
Magnetic Monster, The	UA	Richard Carlson-Jean Byron	76m	Feb. 18, '53	1717	AY	A-1	Very Good	
Mahatma Gandhi—Twentieth Century									
Prophet	UA	Quentin Reynolds (Narrator)	81m	May, '53	1822			Good	
Main Street to Broadway (344)	MGM	All Star Cast	102m	July 31, '53	1934			Fair	
Man Behind the Gun (C) (211)	WB	Randolph Scott-Patrice Wymore	82m	Jan. 31, '53	1662	AY	B	Good	
Man From Cairo (5302)	Lippert	George Raft-Gianna Maria Canale		Oct. 16, '53					
Man from the Alamo (color) (328)	Univ.	Glenn Ford-Julia Adams	79m	Aug., '53	1918	AY	A-1	Very Good	
Man In the Dark (3D) (547)*	Col.	Edmond O'Brien-Audrey Totter	70m	Apr., '53	1789	AY	A-2	Very Good	
Man on a Tightrope (315)	20th-Fox	Fredric March-Terry Moore	105m	May, '53	1781	AY	A-2	Excellent	
Merika (German) (color)	Brill	Fred Liewehr-Harry Fuss	78m	Feb., '53	1743			Fair	
Marksmen, The (5333)	AA	Wayne Morris	61m	Apr. 12, '53	(S) 1791				
Marshal of Cedar Rock (5241)	Rep.	Allan Rocky Lane	54m	Feb., '53	1742	AYC	A-1	Very Good	
Marshal's Daughter, The	UA	Ken Murray-Preston Foster	71m	June 26, '53	1903		A-1	Average	
Master of Ballantrae, The (color) (225)	WB	Errol Flynn-Anthony Steel	89m	Aug. 1, '53	1918	AY	A-1	Very Good	
Maze, The (3D) (3101)	AA	Richard Carlson-Veronica Hurst	81m	July 26, '53	1919		A-2	Very Good	
Meet Me at the Fair (C) (307)	Univ.	Dan Dailey-Diana Lynn	87m	Jan., '53	1637	AYC	A-1	Very Good	
Melba (color)	UA	Patrice Munsel-Robert Morley	113m	Aug. 7, '53	1885	AY	A-1	Very Good	
Member of the Wedding (521)	Col.	Ethel Waters-Julie Harris	91m	Mar., '53	1645	A	A-2	Good	
Mexican Manhunt (5317)	Allied	George Brent-Hillary Brooke	71m	Sept. 13, '53					
Mighty Joe Young (481)	RKO	Terry Moore-Ben Johnson (reissue)	July 15, '53						
Miss Robin Hood (Brit.)	Union	Margaret Rutherford	75m	June, '53	1918			Fair	
Mission Over Korea (536)	Col.	John Hodiak-Audrey Totter	86m	Aug., '53	1926	AY	A-1	Fair	
Mississippi Gambler (color) (310)*	Univ.	Tyrone Power-Piper Laurie	98m	Feb., '53	1677	AY	B	Very Good	
Mr. Denning Drives North (Brit.)	Carroll	John Mills-Phyllis Calvert	93m	Sept., '53	1966			Good	
Mr. Potts Goes to Moscow (Brit.)	Stratford	George Cole-Nadia Gray	Sept. 4, '53						
Mr. Robinson Crusoe (5314)	Lippert	Douglas Fairbanks (reissue)	Sept. 25, '53						
Mister Scoutmaster	20th-Fox	Clifton Webb-Edmund Gwenn	87m	Sept., '53	1965			Very Good	
Mogambo (color)	MGM	Clark Gable-Ava Gardner	116m	Oct. 9, '53	(S) 1966				
Moon Is Blue, The	UA	William Holden-David Niven	99m	July 17, '53	1869		C	Very Good	
Moonlighter, The (3D)	WB	Barbara Stanwyck-Fred MacMurray	77m	Not Set	(S) 1966				

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Moulin Rouge (C)*	UA	Jose Ferrer-Collette Marchand	Mar., '53	118m	Dec. 27	1661	AY	B	Excellent
Murder Will Out (Brit.)	Kramer-Hyams	Valerie Hobson-Edward Underdown	Apr., '53	83m	Apr. 11	1790			Good
Murder Without Tears (5328)	AA	Craig Stevens-Joyce Holden	June 14, '53	64m	June 20	1878		B	Good
My Cousin Rachel (301)*	20th-Fox	Olivia de Havilland-Richard Burton	Jan., '53	98m	Dec. 27	1662	AY	A-2	Very Good
My Heart Goes Crazy (Brit.) (color)	UA	Sid Field-Greta Gynt	July 22, '53	70m	Aug. 1	1935			Average
My Darling Clementine (351)	20th-Fox	Henry Fonda-Linda Darnell	(reissue) Mar., '53	97m	Oct. 12, '46				Excellent
N									
Naked Spur, The (color) (318)*	MGM	James Stewart-Janet Leigh	Feb., '53	91m	Jan. 17	1685	A	A-2	Excellent
Naughty Martine (Fr.)	Globe	Dany Robin-Claude Dauphin	Apr., '53	89m	May 2	1823			Fair
Neanderthal Man, The	UA	Robert Shayne-Doris Merrick	June 19, '53	78m	June 27	(S) 1887			
Never Let Me Go (327)	MGM	Clark Gable-Gene Tierney	May 1, '53	94m	Apr. 4	1781	AY	A-1	Excellent
Never Wave at a Wac (371)	RKO	Rosalind Russell-Paul Douglas	Jan. 28, '53	87m	Dec. 20	1645	AY	B	Excellent
Niagara (color) (306)*	20th-Fox	Marilyn Monroe-Joseph Cotten	Feb., '53	89m	Jan. 24	1693	A	B	Very Good
Night Is My Kingdom, The (Fr.)	Davis	Jean Gabin-Simone Valera	Sept., '53	109m	Aug. 8	1943			Good
Night Without Stars (Brit.) (322)	RKO	David Farrar-Nadia Gray	July, '53	75m	July 4	1902	A	A-2	Fair
99 River Street	UA	John Payne-Evelyn Keyes	Sept. 11, '53	83m	Aug. 29	1965			Good
No Escape	UA	Lew Ayres-Sonny Tufts	Sept., '53	76m	Aug. 1	1934		A-2	Fair
Norman Conquest (5303)	Lippert	Tom Conway-Eva Bartok	Sept. 11, '53						
Northern Patrol (5330)	AA	Kirby Grant	July 12, '53	63m	July 18	1919			Fair
O									
Off Limits (5216)*	Para.	Bob Hope-Marilyn Maxwell	Apr., '53	89m	Feb. 7	1709	AYC	A-1	Excellent
O. K. Nero (Ital.-Eng. dubbed)	I.F.E.	Silvana-Pampanini-Gino Cervi	June, '53	88m	June 27	1886		B	Good
Old Overland Trail (5146)	Rep.	Rex Allen	Feb. 25, '53	60m	Feb. 28	1742	AY	A-1	Good
On Top of Old Smoky (5782)	Col.	Gene Autry-Gail Davis	Mar., '53	59m	Mar. 14	1759	AYC	A-1	Good
One Girl's Confession (528)	Col.	Hugo Haas-Cleo Moore	Apr., '53	74m	Mar. 7	1751	AY	B	Good
P									
Pack Train (575)	Col.	Gene Autry-Smiley Burnette	July, '53	57m	June 27	1887		AYC	Good
Paola & Francesca (Ital.)	I.F.E.	Odile Versois-Andrea Checchi	Feb. 13, '53	92m	Feb. 14	1718			Average
Paris Express, The (Brit.) (color)	MacDonald	Claude Rains-Marta Toren	June, '53	86m	June 16	1869			Very Good
Penny Princess (Brit.) (color) (382)	Univ.	Yolande Donlan-Dirk Bogarde	Mar., '53	91m	Apr. 4	1782	AYC	A-1	Good
Perilous Journey, A (5206)	Rep.	Vera Ralston-David Brian	Apr. 5, '53	90m	May 23	1846	AY	A-2	Fair
Perils of the Jungle (5214)	Lippert	Clyde Beatty	Mar. 20, '53	63m					
Peter Pan (color) (392)*	RKO	All Cartoon Feature	Feb. 5, '53	76 1/2m	Jan. 17	1685	AYC	A-1	Excellent
Phantom from Space	UA	Ted Cooper-Noreen Nash	May 15, '53	72m	June 6	1863	AYC	A-1	Poor
Pickup on South Street (322)	20th-Fox	Richard Widmark-Jean Peters	June, '53	80m	May 16	1837	A	B	Very Good
Plunder of the Sun	WB	Glenn Ford-Diana Lynn	Aug. 29, '53	81m	Aug. 8	1942			Good
Pony Express (color) (5217)	Para.	Charlton Heston-Rhonda Fleming	May, '53	101m	Mar. 7	1750	AYC	A-2	Very Good
Port Sinister (317)	RKO	James Warren	Apr. 10, '53	65m	Feb. 21	1735	AY	A-1	Fair
Powder River (color) (321)	20th-Fox	Rory Calhoun-Corinne Calvet	June, '53	78m	May 16	1838	AY	A-2	Good
President's Lady, The (312)	20th-Fox	Susan Hayward-Charlton Heston	Apr., '53	96m	Mar. 7	1750	AY	B	Good
Prince of Pirates (color) (524)	Col.	John Derek-Barbara Rush	Mar., '53	80m	Feb. 7	1710	AY	B	Good
Problem Girls (526)	Col.	Helen Walker-Ross Elliott	Apr., '53	70m	Mar. 14	1759	A	B	Fair
Project Moon Base (5315)	Lippert	Donna Martell-Ross Ford	Sept. 4, '53						
Q									
Queen Is Crowned, A (Brit.) (color) (323)*	Univ.	Laurence Olivier, narrator	June, '53	86m	June 13	1869	AYC		Excellent
R									
Rage of the Jungle (color)	RKO	Glenn Ford-Ann Sheridan	Sept. 15, '53						
Raiders of the Seven Seas (color)	UA	John Payne-Donna Reed	May 27, '53	88m	June 13	1870	AY	A-1	Fair
Ramuntcho (Fr.)	Davis	Louis Jouvet	Feb., '53	89m	Mar. 14	1759			Average
Rebel City (5324)	AA	Bill Elliott	May 10, '53	63m				A-1	
Remains to Be Seen (331)	MGM	June Allyson-Van Johnson	May 15, '53	89m	Apr. 25	1805	AY	A-2	Good
Return to Paradise (color)	UA	Gary Cooper-Roberta Haynes	July 10, '53	100m	July 25	1925		B	Very Good
Ride Vaquero (color) (343)	MGM	Robert Taylor-Ava Gardner	July 17, '53	90m	June 20	1879		A-2	Fair
Ring Around the Clock (Ital.) Int. Film Assoc.		Nando Bruno-Lauro Gazzolo	May 18, '53	88m	May 9	1830		A-2	Good
Road House (355)	20th-Fox	Richard Widmark-Ida Lupino (reissue)	July, '53	95m					
Roar of the Crowd (color) (5311)	AA	Howard Duff-Helene Stanley	May 31, '53	71m	May 23	1846		A-1	Good
Robe, The (CinemaScope) (C)	20th-Fox	Victor Mature-Jean Simmons	Not Set						
Rogue's March (320)	MGM	Peter Lawford-Janice Rule	Feb., '53	84m	Jan. 3	1669	AY	A-1	Very Good
Roman Holiday (5301)	Para.	Gregory Peck-Audrey Hepburn	Sept., '53	119m	July 4	1901		A-2	Excellent
Rome 11 O'Clock (Ital.)	Times	Raf Vallone-Lea Padovani	Apr., '53	107m	May 2	1823		B	Very Good
Rose Bowl Story (5204)	Allied	Marshall Thompson	(reissue) Sept. 6, '53	73m					
Royal African Rifles, The (color)	AA	Louis Hayward-Veronica Hurst	Sept. 27, '53		July 25	(S) 1927			
S									
Safari Drums (5314)	AA	Johnny Sheffield	June 21, '53	71m	June 27	1886		A-1	Good
Saginaw Trail (576)	Col.	Gene Autry	Sept., '53	56m	Aug. 29	1966			Good
Sailor of the King (327)	20th-Fox	Jeffrey Hunter-Michael Rennie	Aug., '53	83m	July 18	1917		A-2	Excellent
Salome (color) (545)*	Col.	Rita Hayworth-Stewart Granger	Spec.	103m	Mar. 14	1757	A	B	Excellent
San Antonio (5203)	Rep.	Rod Cameron-Arleen Whelan	Feb. 15, '53	90m	Mar. 7	1751	AY	A-2	Good
Sangaree (3D) (5230)*	Para.	Fernando Lamas-Arlene Dahl	May, '53	95m	May 30	1853	AY	B	Very Good
Savage Frontier (5242)	Rep.	Allan "Rocky" Lane-Dorothy Patrick	May 15, '53	54m	June 6	1863	AY	A-1	Fair
Savage Mutiny (539)	Col.	Johnny Weissmuller-Angela Stevens	Mar., '53	73m	Jan. 17	1687	AY	A-1	Fair
Scandal at Scourie (color) (336)	MGM	Greer Garson-Walter Pidgeon	June 12, '53	90m	May 2	1821	AYC	A-2	Very Good
Scared Stiff (5222)*	Para.	Martin & Lewis-Lizabeth Scott	June, '53	108m	Apr. 18	1798	AYC	A-1	Excellent
Sea Around Us, The (color) (403)	RKO	Documentary	July 11, '53	61m	Jan. 17	1686	AYC	A-1	Very Good
Sea Devils (color) (320)	RKO	Yvonne DeCarlo-Rock Hudson	May 23, '53	91m	June 6	1862	AY	B	Good
Sea of Lost Ships	Rep.	John Derek-Wanda Hendrix	Sept., '53						
Second Chance (color) (3D)* (403)	RKO	Robert Mitchum-Linda Darnell	July 18, '53	82m	July 18	1919		A-2	Very Good
Secret Conclave, The (Ital.)	I.F.E.	Henry Vidon-Tullio Carminati	May, '53	85m				A-1	
Seminole (color) (313)	Univ.	Rock Hudson-Barbara Hale	Mar., '53	86m	Feb. 21	1733	AY	A-2	Very Good
Sequoia (340)	MGM	Jean Parker-Russell Hardie (reissue)	June, '53	73m					
Serpent of the Nile (color) (538)	Col.	Rhonda Fleming-William Lundigan	May, '53	81m	Apr. 18	1799	A	B	Good
Seven Deadly Sins, The (Fr.)	Davis	Gerard Philipe-Michele Morgan	May, '53	120m	May 23	1846		C	Very Good
Sextette (Fr.)	Davis	A. Rignault-Yvonne Gaudeau	Feb., '53	90m	Mar. 7	1751			Good
Shadow Man (5316)	Lippert	Cesar Romero	Sept. 18, '53						
Shadows of Tombstone	Rep.	Rex Allen	Sept., '53		Aug. 29	(S) 1966			
Shane (color) (5225)*	Para.	Alan Ladd-Jean Arthur	Aug., '53	117m	Apr. 18	1797	AY	A-2	Excellent
She Had to Say Yes (form. Beautiful But Dangerous)	RKO	Jean Simmons-Robert Mitchum	Aug. 1, '53	89m	Nov. 1	(S) 1591		A-2	
She's Back on Broadway (color) (214)	WB	Virginia Mayo-Gene Nelson	Mar. 14, '53	95m	Jan. 24	1693	AY	A-2	Good
Shoot First	UA	Joel McCrea-Evelyn Keyes	May 15, '53	88m	June 27	1886	AY	A-1	Good

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S)=synopsis		Nat'l Groups	RATINGS	
				Issue	Page		L. of D.	Herald Review
Silver Whip (309)	20th-Fox	Rory Calhoun-Dale Robertson	Feb., '53	73m	Feb. 7	1710	AYC	A-1 Good
Sins of Jezebel (color) (5225)	Lippert	Paulette Goddard	Sept. 25, '53					
Siren of Bagdad (color)	Col.	Paul Henreid-Patricia Medina	June, '53	72m	May 16	1837	AY	B Good
Sky Commando (542)	Col.	Dan Duryea-Frances Gifford	Sept., '53	69m	Aug. 22	1959		A-1 Fair
Slesher, The (Brit.) (5218)	Lippert	James Kenney-Joan Collins	May 29, '53	75m	Aug. 8	1943		Average
Slaves of Babylon (525)	Col.	Richard Conte-Linda Christian	Oct., '53					
Slight Case of Larceny, A (334)	MGM	Mickey Rooney-Eddie Bracken	June 5, '53	71m	May 9	1830	A	B Good
Small Town Girl (color) (325)	MGM	Jane Powell-Farley Granger	Apr. 10, '53	93m	Feb. 28	1741	AY	A-1 Excellent
Snake Pit, The (353)	20th-Fox	O. DeHavilland-Leo Genn	(reissue) May, '53	108m				
Snows of Kilimanjaro (color)	20th-Fox	Gregory Peck-Susan Hayward	July, '53	117m			AY	B Excellent
So Little Time (Brit.)	MacDonald	Marie Schell-Marius Goring	July, '53	89m	Aug. 8	1942		A-1 Very Good
So This Is Love (color)	WB	Kathryn Grayson-Walter Abel	Aug. 15, '53	101m	July 18	1917		A-1 Excellent
Sombrero (color) (324)	MGM	Ricardo Montalban-Cyd Charisse	Apr. 3, '53	103m	Feb. 28	1741	AY	A-2 Excellent
Something Money Can't Buy	Univ.	Patricia Roc-Anthony Steel	Not Set				AY	
Son of Belle Starr (color) (5309)	AA	Keith Larsen-Peggie Castle	June 28, '53	70m	July 4	1902		A-1 Good
Son of the Renegade	UA	John Carpenter-Lori Irving	Mar. 27, '53	57m	Mar. 21	1766	AY	A-1 Average
South Sea Woman (222)	WB	Burt Lancaster-Virginia Mayo	June 27, '53	99m	June 6	1861	AY	B Very Good
Spaceways (5301)	Lippert	Howard Duff-Eva Bartok	Aug. 7, '53	76m	July 4	1902		Good
Split Second (318)	RKO	Alexis Smith-Keith Andes	May 2, '53	85m	Mar. 21	1765	AY	A-2 Very Good
Stage Door (483)	RKO	Kath. Hepburn-Ginger Rogers (reissue)	Aug. 5, '53					
Stalag 17 (5224)	Para.	William Holden-Don Taylor	July, '53	120m	May 9	1829	AY	A-2 Excellent
Stand at Apache River (color) (331)	Univ.	Stephen McNally-Julia Adams	Sept., '53	77m	Aug. 15	1949		A-1 Fair
Star, The (316)*	20th-Fox	Bette Davis-Sterling Hayden	Mar., '53	89m	Dec. 27	1661	AY	B Excellent
Stars Are Singing, The (color) (5214)	Para.	Rosemary Clooney-Lauritz Melchior	Mar., '53	99m	Jan. 31	1701	AYC	A-1 Very Good
Stooge, The (5212)*	Para.	Dean Martin-Jerry Lewis	Feb., '53	100m	Oct. 11	1557	AYC	A-1 Excellent
Story of Three Loves, The (color) (338)	MGM	Leslie Caron-Pier Angeli	June 26, '53	122m	Mar. 7	1749	AY	A-2 Very Good
Strange Deception (Ital.)	Casino	Raf Vallone-Elena Varzi	May, '53	96m	May 30	1853		B Very Good
Stranger Wore a Gun, The (color) (3D)	Col.	Randolph Scott-Claire Trevor	Aug., '53	83m	Aug. 8	1943		A-1 Average
Sun Shines Bright, The (5208)	Rep.	Charles Winninger-Arleen Whelan	May 2, '53	90m	May 9	1830	AY	A-2 Good
Sweethearts on Parade (form.)								
Sweetheart Time (color) (5210)	Rep.	Ray Middleton-Lucille Norman	July 15, '53	90m	Aug. 1	1934	AYC	A-1 Good
Sword and the Rose, The (color) (491)	RKO	Richard Todd-Glynis Johns	Aug. 15, '53	93m	July 4	1901	AYC	A-2 Very Good
Sword of Venus (315)	RKO	Robert Clarke-Catherine McLeod	Feb. 20, '53	73m	Jan. 17	1687	AY	A-2 Average
System, The (217)	WB	Frank Lovejoy-Joan Weldon	Apr. 18, '53	90m	Mar. 21	1766	AY	B Good
<b>T</b>								
Take Me to Town (color) (321)	Univ.	Ann Sheridan-Sterling Hayden	June, '53	81m	May 23	1846	AYC	B Very Good
Take the High Ground (color)	MGM	Richard Widmark-Karl Malden	Oct. 30, '53	101m	Aug. 29	(S) 1966		
Tall Texan, The (5207)	Lippert	Lloyd Bridges-Marie Windsor	Feb. 13, '53	84m	Feb. 14	1717	AY	A-2 Good
Tangier Incident (5316)	AA	George Brent-Mari Aldon	Feb. 8, '53	77m	Feb. 21	1733		A-1 Average
Target Hong Kong (517)	Col.	Richard Denning-Nancy Gates	Feb., '53	66m	Dec. 20	1646	AY	A-2 Fair
Tarzan and the She-Devil (324)	RKO	Lex Barker-Joyce MacKenzie	June 8, '53	76m	July 18	1918		A-1 Fair
Taxi (305)	20th-Fox	Dan Dailey-Constance Smith	Mar., '53	77m	Jan. 17	1685	AYC	A-1 Excellent
Terror on a Train	MGM	Glenn Ford-Anne Vernon	Sept. 18, '53	72m	July 25	1926		A-1 Good
That Man from Tangier	UA	Nils Asther-Roland Young	May 8, '53	80m	May 2	1823		B Fair
Three Girls from Rome (Ital.)								
(Eng. dial.)	I.F.E.	Lucia Bose-Cosetta Greco	Aug., '53	85m	Aug. 1	1934		Very Good
Thunder Bay (color) (327)	Univ.	James Stewart-Joanne Dru	Aug., '53	103m	May 9	1829	AY	A-2 Excellent
Thunder Over the Plains (color)								
(form. Come On Texas)	WB	Randolph Scott-Phyllis Kirk	Not Set		Feb. 14	(S) 1718		
Thunderhoof	Col.	Preston Foster-Mary Stuart	(reissue) June, '53	77m				
Times Gone By (Ital.)	I.F.E.	Vittorio de Sica-Gina Lollobrigida	Sept., '53	106m	Aug. 1	1935		Good
Titanic (318)*	20th-Fox	Clifton Webb-Barbara Stanwyck	May, '53	98m	Apr. 18	1798	AY	A-2 Excellent
Tonight at 8.30 (Brit.) (color)	Continental	Valerie Hobson-Nigel Patrick	May, '53	81m	June 6	1862		A-2 Good
Tonight We Sing (color) (347)	20th-Fox	David Wayne-Ezio Pinza	Apr., '53	109m	Jan. 31	1701	AYC	A-1 Excellent
Topeka (5325)	AA	Bill Elliott	Aug. 9, '53	69m				
Torch Song	MGM	Joan Crawford-Michael Wilding	Oct. 23, '53					
Trader Horn (339)	MGM	Harry Carey-Edwina Booth	(reissue) June, '53	120m				
Trail Blazers (5329)	AA	Alan Hale, Jr.	Apr. 19, '53	64m				A-1
Treasure of Golden Condor (C)								
(308)	20th-Fox	Cornel Wilde-Constance Smith	Feb., '53	93m	Jan. 24	1693	AYC	A-1 Good
Tropic Zone (color) (5211)	Para.	Ronald Reagan-Rhonda Fleming	Jan., '53	94m	Dec. 13	1637	AY	A-2 Fair
Trouble Along the Way (216)	WB	John Wayne-Donna Reed	Apr. 4, '53	110m	Mar. 21	1765	AYC	A-2 Excellent
Twilight Women (Brit.) (5217)	Lippert	Freda Jackson-Lois Maxwell	May 15, '53	89m	Aug. 8	1943		Average
Twonky, The	UA	Hans Conried-Gloria Blondell	June 10, '53	72m	June 27	1887		Poor
<b>U-V</b>								
Undercover Agent (5306)	Lippert	Dermot Walsh-Hazel Court	Oct. 2, '53					
Untamed Breed	Col.	Sonny Tufts-Barbara Britton	(reissue) Sept., '53	79m				
Valley of Headhunters	Col.	Johnny Weissmuller	Aug., '53	67m	July 25	1926	AY	A-1 Good
Vanquished, The (color) (5221)	Para.	John Payne-Jan Sterling	June, '53	84m	May 9	1830	AY	A-2 Good
Vice Squad	UA	Edw. G. Robinson-Paulette Goddard	July 31, '53	87m	July 18	1917	AY	A-2 Very Good
Vicki	20th-Fox	Jeanne Crain-Jean Peters	Not Set					
Vigilantes Terror	Allied	Bill Elliott-Mary Ellen Kay	Oct. 18, '53					
Volcano (Ital.) (Eng. dubbed)	UA	Anna Magnani-Geraldine Brooks	June 5, '53	106m	June 20	1878		B Good
<b>W</b>								
War of the Worlds (C) (5303)	Para.	Gene Barry-Ann Robinson	Oct., '53	85m	Feb. 28	1742	AY	A-1 Excellent
War Paint (color)	UA	Robert Stack-Joan Taylor	Aug. 28, '53	89m	July 4	1903	AY	Good
What Price Innocence (Ital.)	I.F.E.	Lyda Baarova-Otello Toso	May 1, '53	100m	May 9	1831		Fair
White Goddess (5224)	Lippert	Jon Hall	Mar. 27, '53	73m	July 18	1919		Average
White Lightning (5326)	AA	Stanley Clements	Mar. 8, '53	61m	Mar. 7	1751		Good
White Witch Doctor (color) (324)	20th-Fox	Susan Hayward-Robert Mitchum	July, '53	96m	June 20	1877	AYC	A-1 Very Good
Wings of the Hawk (C) (3D)	Univ.	Van Heflin-Julia Adams	Not Set	80m				
Without Reservations (484)	RKO	Claudette Colbert	(reissue) Aug. 5, '53					
Woman They Almost Lynched (5204)	Rep.	John Lund-Audrey Totter	Mar. 2, '53	90m	Apr. 4	1781	A	B Very Good
<b>X Y Z</b>								
Young Bess (color)* (333)	MGM	J. Simmons-S. Granger-D. Kerr	May 29, '53	112m	May 2	1821	AY	A-1 Very Good
Young Caruso, The (Ital.) (Eng. dial.)	I.F.E.	Ermanno Randi-Gina Lollobrigida	Sept., '53	77m	Aug. 8	1942		A-2 Good

**FEATURES LISTED BY COMPANIES—PAGE 1973, ISSUE OF AUGUST 29, 1953**  
**SHORT SUBJECTS CHART APPEARS ON PAGES 1950-1951, ISSUE OF AUGUST 15, 1953**



## RELEASE CHART BY COMPANIES

Complete catalogue of features released during 12 months plus coming attractions

This Product Digest section — a regular service of MOTION PICTURE HERALD — lists all features in release from August, 1952, plus complete coming attractions. Titles are arranged in order of release dates. Advance dates are subject to change. Running times are the official times supplied by the distributor.

For index to reviews, synopses and ratings see the alphabetical Release Chart in the weekly Product Digest.

(R) designates a reissue. (C) designates color.

### ALLIED ARTISTS

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5201	Battle Zone	Oct. 26 '52	John Hodiak, Linda Christian	82	Drama
5254	Wyoming Roundup	Nov. 9 '52	Whip Wilson	53	Western
5214	No Holds Barred	Nov. 23 '52	Bowery Boys	64	Comedy
5201	Flat Top (C)	Nov. 30 '52	Sterling Hayden, Richard Carlson	85	Drama
5208	Jungle Girl	Dec. 7 '52	Johnny Sheffield	71	Western
5222	The Maverick	Dec. 14 '52	Bill Elliott	70	Western
5202	Hiawatha (C)	Dec. 28 '52	Vincent Edwards, Yvette Duguay	80	Drama
5232	Star of Texas	Jan. 11 '53	Wayne Morris	68	Western
5222	Fangs of the Arctic	Jan. 18 '53	Kirby Grant	63	Adventure
5208	Torpedo Alley	Jan. 25 '53	Mark Stevens, Dorothy Malone	84	Drama
5216	Tangier Incident	Feb. 8 '53	George Brent, Mari Aldon	77	Melodrama
5218	Jalopy	Feb. 15 '53	Bowery Boys	62	Comedy
5202	Kansas Pacific (C)	Feb. 22 '53	Sterling Hayden, Eve Miller	73	Western
5226	White Lightning	Mar. 8 '53	Stanley Clements	61	Drama
5223	The Homesteaders	Mar. 22 '53	Bill Elliott	62	Western
5203	Fort Vengeance (C)	Mar. 29 '53	James Craig, Rita Moreno	75	Western
5233	The Marksmen	Apr. 12 '53	Wayne Morris	61	Western
5229	Trail Blazers	Apr. 19 '53	Alan Hale, Jr., Richard Tyler	64	Drama
5210	Cow Country	Apr. 26 '53	Edmond O'Brien, Helen Westcott	82	Western
5224	Rebel City	May 10 '53	Bill Elliott	63	Western
5219	Loose in London	May 24 '53	Bowery Boys	62½	Comedy
5211	Roar of the Crowd (C)	May 31 '53	Howard Duff, Helene Stanley	71	Drama
5228	Murder Without Tears	June 14 '53	Craig Stevens, Joyce Holden	64	Drama
5214	Safari Drums	June 21 '53	Johnny Sheffield	71	Adventure
5209	Son of Belle Starr (C)	June 28 '53	Keith Larsen, Peggie Castle	70	Western
5230	Northern Patrol	July 12 '53	Kirby Grant	63	Drama
2101	The Mare (3D)	July 26 '53	Richard Carlson, Veronica Hurst	81	Drama
5225	Topeka	Aug. 9 '53	Bill Elliott	69	Western
5207	Affair in Monte Carlo (Brit.) (C)	Aug. 23 '53	Merle Oberon, Richard Todd	75	Drama
5220	Clipped Wings	Aug. 30 '53	Bowery Boys	64	Comedy
5204(R)	Rose Bowl Story, The	Sept. 6 '53	Marshall Thompson	73	Drama

(Continued in column 2)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5317	Mexican Manhunt	Sept. 13 '53	George Brent, Hillary Brooke	71	Drama
5334	Fighting Marshal, The	Sept. 20 '53	Wayne Morris	71	Western
5277	Royal African Rifles, The (C)	Sept. 27 '53	Louis Hayward, Veronica Hurst	71	Adventure
5227	Hot News	Oct. 11 '53	Stanley Clements	61	Drama
5227	Vigilantes Terror	Oct. 18 '53	Bill Elliott, Mary Ellen Kay	71	Western
5227	Jennifer	Oct. 25 '53	Ida Lupino, Howard Duff	71	Drama
5227	Bowery Bloodhounds	Oct. 25 '53	Bowery Boys	61	Comedy
5227	Slade	Oct. 25 '53	Mark Stevens	61	Drama
5227	Tabloid	Oct. 25 '53	Stanley Clements	61	Drama
5227	West of Texas	Oct. 25 '53	Wayne Morris	61	Western

### Monogram

5226	Fargo	Aug. 31 '52	Kirby Grant	62	Adventure
5243	Dead Man's Trail	Sept. 7 '52	Bill Elliott, Phyllis Coates	69	Western
5213	Fendin' Fools	Sept. 21 '52	Johnny Mack Brown	59	Western
5216	Army Bound	Sept. 21 '52	Leo Gorcey, Huntz Hall	63	Comedy
5244	Canyon Ambush	Oct. 5 '52	Stanley Clements, Karen Sharpe	61	Western
5210	Arctic Flight	Oct. 12 '52	Johnny Mack Brown	53	Western
5210	Arctic Flight	Oct. 19 '52	Wayne Morris, Alan Hale, Jr.	78	Melodrama

### Stratford

(All British)

431	Woman's Angle, The	Sept. 29 '52	E. Underdown, Cathy O'Donnell	90	Drama
431	Castle in the Air	Dec. 26 '52	David Tomlinson, Helen Cherry	92	Comedy
431	Angels One Five	Mar. 20 '53	Jack Hawkins, Dulcie Gray	98	Drama
431	Father's Doing Fine	Apr. 22 '53	Richard Attenborough, H. Thatcher	83	Comedy
431	Double Confession	May 2 '53	Derek Farr, Peter Lorre	86	Drama
431	Landfall	May 9 '53	Michael Denison, Patricia Plunkett	88	Drama
431	Mr. Potts Goes to Moscow	Sept. 4 '53	George Cole, Nadia Gray	93	Comedy

### COLUMBIA

431	Captain Pirate (C)	Aug. '52	Louis Hayward, Patricia Medina	85	Adventure
509	Clouded Yellow, The (Brit.)	Aug. '52	Jean Simmons, Trevor Howard	89	Drama
481	Kid from Broken Gun, The	Aug. '52	Charles Starrett	76	Western
504	Last Train from Bombay	Aug. '52	Jon Hall, Lisa Ferraday	72	Melodrama
501	Affair in Trinidad	Sept. '52	Rita Hayworth, Glenn Ford	98	Melodrama
503	(R) Mine with the Iron Door, The	Sept. '52	Richard Arlen, Cecilia Parker	86	Drama
503	Rainbow 'Round My Shoulder (C)	Sept. '52	Frankie Laine, Billy Daniels	78	Musical
476	Wagon Team	Sept. '52	Gene Autry	61	Western

(Continued on following page, column 1)

## COLUMBIA (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
507	Assignment-Paris	Oct. '52	Dana Andrews, Maria Toren	85	Drama
508	Golden Hawk, The (C)	Oct. '52	Sterling Hayden, Rhonda Fleming	83	Drama
4782	Blue Canadian Rockies	Nov. '52	Gene Autry, Pat Buttram	82	Western
512	Hangman's Knot (C)	Nov. '52	Randolph Scott, Donna Reed	81	Western
514(R)	Ladies of the Chorus	Nov. '52	Marilyn Monroe, Adele Jergens	61	Musical
518	Voodoo Tiger	Nov. '52	Johnny Weissmuller, Jean Byron	67	Adventure
515	Eight Iron Men	Dec. '52	Bonar Colleano, Arthur Franz	80	Drama
506	The Happy Time	Dec. '52	Charles Boyer, Louis Jourdan	94	Comedy
513	Invasion, U.S.A.	Dec. '52	Gerald Mohr, Peggy Castle	74	Drama
505	Strange Fascination	Dec. '52	Hugo Haas, Cleo Moore	80	Drama
519	The Four Poster	Jan. '53	Rex Harrison, Lilli Palmer	103	Drama
516	The Pathfinder (C)	Jan. '53	George Montgomery, Helena Carter	78	Drama
521	Winning of the West	Jan. '53	Gene Autry, Smiley Burnette	57	Western
511	Last of the Comanches (C)	Feb. '53	Broderick Crawford, Barbara Hale	85	Drama
517	Target Hong Kong	Feb. '53	Richard Denning, Nancy Gates	66	Drama
534	All Ashore (C)	Mar. '53	Mickey Rooney, Dick Haymes	80	Musical
544(R)	Bandit of Sherwood Forest, The	Mar. '53	Cornel Wilde, Anita Louise	87	Adventure
543	Five Angles on Murder (Brit.)	Mar. '53	Jean Kent, Dirk Bogarde	88	Melodrama
521	Member of the Wedding	Mar. '53	Julie Harris, Ethel Waters	91	Drama
5782	On Top of Old Smoky	Mar. '53	Gene Autry, Smiley Burnette	59	Western
524	Prince of Pirates (C)	Mar. '53	John Derek, Barbara Rush	80	Adventure
539	Savage Mutiny	Mar. '53	Johnny Weissmuller, Angela Stevens	73	Adventure
541	Glass Wall, The	Apr. '53	Vittorio Gassman, Gloria Grahame	80	Drama
537	Jack McCall, Desperado (C)	Apr. '53	George Montgomery, Angela Stevens	76	Western
547	Man in the Dark (3D)	Apr. '53	Edmond O'Brien, Audrey Totter	70	Drama
528	One Girl's Confession	Apr. '53	Hugo Haas, Cleo Moore	74	Drama
526	Problem Girl	Apr. '53	Helen Walker, Ross Elliott	70	Melodrama
522	Ambush at Tomahawk Gap (C)	May '53	John Hodiak, John Derek	73	Western
546	Fort Ti (C) (3D)	May '53	George Montgomery, Joan Vohs	73	Adventure
574	Goldwyn Ghost Riders	May '53	Gene Autry, Smiley Burnette	57	Western
538	Serpent of the Nile (C)	May '53	Rhonda Fleming, William Lundigan	81	Drama
529	49th Man, The	June '53	John Ireland, Richard Denning	73	Drama
529	Juggler, The	June '53	Kirk Douglas, Milly Vitale	86	Drama
529	Siren of Baghdad (C)	June '53	Paul Henreid, Patricia Medina	72	Adventure
(R)	Thunderhoof	June '53	Preston Foster, Mary Stuart	77	Drama
535	Flame of Calcutta (C)	July '53	Denise Darcel, Patric Knowles	70	Melodrama
533	Last Pose, The	July '53	Broderick Crawford, John Derek	73	Western
575	Let's Do It Again (C)	July '53	Jane Wyman, Ray Milland	95	Musical
575	Pack Train	July '53	Gene Autry, Smiley Burnette	57	Western
(R)	Cruisin' Down the River (C)	Aug. '53	Dick Haymes, Audrey Totter	81	Musical
536	5000 Fingers of Dr. T (C)	Aug. '53	Peter Lind Hayes, Mary Healy	88	Fantasy
(R)	Mission Over Korea	Aug. '53	John Hodiak, Audrey Totter	86	Drama
(3D)	Stranger Wore a Gun, The (C)	Aug. '53	Randolph Scott, Claire Trevor	83	Drama
536	Valley of the Headhunters	Aug. '53	Johnny Weissmuller	87	Adventure
536	China Venture	Sept. '53	Edmond O'Brien, Barry Sullivan	83	Adventure
536	Conquest of Cochise	Sept. '53	John Hodiak, Robert Stack	70	Western
536	From Here to Eternity	Sept. '53	Cliff, Lancaster, Kerr, Sinatra	118	Drama
576	Saginaw Trail	Sept. '53	Gene Autry	56	Western
542	Sky Commando	Sept. '53	Dan Durfee, Frances Gifford	69	Drama
(R)	Untamed Breed	Sept. '53	Sonny Tufts, Barbara Hale	79	Western
536	Big Heat	Oct. '53	Glenn Ford, Gloria Grahame	81	Drama
536	Combat Squad	Oct. '53	John Ireland, Lon McCallister	81	Drama
525	Gun Fury (C) (3D)	Oct. '53	Rock Hudson, Donna Reed	81	Western
545	Slaves of Babylon (C)	Oct. '53	Richard Conte, Linda Christian	103	Drama
545	Salome (C)	Special	Rita Hayworth, Stewart Granger	103	Drama
532	Bad for Each Other		Charlton Heston, Elizabeth Scott		Drama
532	Big Jump, The (C)		Alan Ladd, Leo Genn		Drama

## MGM (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
315	Bad and the Beautiful, The	Jan. '53	Lana Turner, Kirk Douglas	118	Drama
316	Clown, The	Jan. '53	Red Skelton, Jane Greer	92	Comedy
319	Hoaxters, The	Jan. '53	Guest Narrators	36	Drama
307	Invahoe (C)	Feb. '53	Robert Taylor, Elizabeth Taylor	106	Drama
317	Jeopardy	Feb. '53	Barbara Stanwyck, Barry Sullivan	94	Comedy
318	Naked Spur (C)	Feb. '53	James Stewart, Janet Leigh	94	Musical
320	Rogue's March	Feb. '53	Peter Lawford, Janice Rule	84	Drama
321	Battle Circus	Mar. '53	Humphrey Bogart, June Allyson	90	Drama
322	Confidentially Connie	Mar. '53	Van Johnson, Janet Leigh	71	Musical
328	I Love Melvin (C)	Mar. '53	Donald O'Connor, Debbie Reynolds	77	Drama
324	Girl Who Had Everything	Mar. '53	Elizabeth Taylor, Fernando Lamas	69	Drama
324	Sombrero (C)	Apr. '53	Pier Angeli, Ricardo Montalban	103	Drama
325	Small Town Girl (C)	Apr. '53	Jane Powell, Farley Granger	93	Melodrama
326	Bright Road	Apr. '53	Robert Horton, Dorothy Dandridge	69	Comedy
329	Code Two	Apr. '53	Sally Forrest, Ralph Meeker	94	Drama
327	Never Let Me Go	May '53	Clark Gable, Gene Tierney	94	Drama
330	Cry of the Hunted	May '53	Vittorio Gassman, Polly Bergen	80	Melodrama
331	Remains to Be Seen	May '53	June Allyson, Van Johnson	89	Comedy
332	Fast Company	May '53	Howard Keel, Nina Foch	68	Comedy
333	Young Bess (C)	May '53	J. Simmons, S. Granger, D. Kerr	112	Drama
334	Slight Case of Larceny, A	June '53	Mickey Rooney, Eddie Bracken	71	Comedy
336	Scandal at Scourie (C)	June '53	Greer Garson, Walter Pidgeon	90	Drama
335	Dream Wife	June '53	C. Grant, D. Kerr, W. Pidgeon	99	Comedy
338	Story of Three Loves, The (C)	June '53	P. Angeli, L. Caron, M. Shearer	122	Drama
337	Arena (C) (3D)	June '53	Gig Young, Jean Hagen	71	Western
339(R)	Trader Horn	June '53	Harry Carey, Edwin Booth	124	Adventure
340(R)	Sequoia	June '53	Jean Parker, Russell Hardie	73	Adventure
341	Dangerous When Wet (C)	July '53	Esther Williams, Fernando Lamas	95	Musical
342	Lili (C)	July '53	Leslie Caron, Mel Ferrer	81	Drama
343	Ride, Vaquero (C)	July '53	Robert Taylor, Ava Gardner	90	Drama
344	Main Street to Broadway	July '53	All Star Cast	102	Drama
345	Band Wagon, The (C)	Aug. '53	Debbie Reynolds, Bobby Van	112	Musical
346	Affairs of Dobie Gillis	Aug. '53	Debbie Reynolds, Bobby Van	74	Musical
347	Big Leaguer, The	Aug. '53	Edward G. Robinson, Vera-Ellen	71	Drama
348	Latin Lovers (C)	Aug. '53	Lana Turner, Ricardo Montalban	104	Musical
	Half a Hero	Sept. '53	Red Skelton, Jean Hagen	71	Comedy
	Terror on a Train	Sept. '53	Glenn Ford, Anne Vernon	72	Drama
	Actress, The	Sept. '53	Spencer Tracy, Jean Simmons	90	Comedy
	Mogambo (C)	Oct. '53	Clark Gable, Ava Gardner	116	Drama
	Torch Song	Oct. '53	Joan Crawford, Michael Wilding	101	Drama
	Take the High Ground (C)	Oct. '53	Richard Widmark, Karl Malden	101	Drama
	Julius Caesar	Special	Brando, Calhern, Garson, Kerr, Mason	121	Drama
	All the Brothers Were Valiant (C)		R. Taylor, A. Blith, S. Granger		Drama
	Crest of the Wave		Gene Kelly, Jeff Richards		Drama
	Easy to Love (C)		Esther Williams, Van Johnson		Musical
	Fort Bravo (C)		William Holden, Eleanor Parker		Drama
	Give a Girl a Break (C)		The Champions, Debbie Reynolds		Musical
	Great Diamond Robbery, The		Red Skelton, Cara Williams		Comedy
	Gypsy Colt (C)		Donna Corcoran, Frances Dee		Drama
	Invitation to the Dance (C)		Gene Kelly, Tamara Toumanova		Musical
	Kiss Me Kate (C) (3D)		Kathryn Grayson, Howard Keel		Musical
	Long, Long Trailer (C)		Lucille Ball, Desi Arnaz		Comedy
	Rhapsody (C)		Elizabeth Taylor, Vittorio Gassman		Drama
	Sandia (C)		Cornel Wilde, Rita Gam		Drama
	Tennessee Champ (C)		Shelley Winters, Dewey Martin		Drama

## MONOGRAM

(See listing under Allied Artists)

## COLUMBIA (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5110	Charge of the Lancers (C)	Aug. 1 '52	Jean Pierre Aumont, Paulette Goddard	74	Adventure
5111	Drums of Tahiti	Aug. 29 '52	Patricia Medina, Dennis O'Keefe	87	Drama
5112	El Alamein	Sept. 5 '52	Scott Brady, Rita Moreno	87	Drama
5113	Hell Below Zero (C)	Sept. 12 '52	Alan Ladd, Joan Tetzel	73	Drama
5114	Jesse James vs. the Daltons (C) (3D)	Oct. 31 '52	B. King, B. Lawrence	65	Western
5115	Killer Ape, The	Nov. 14 '52	Johnny Weissmuller	65	Adventure
5116	Last of the Pony Riders	Dec. 12 '52	Gene Autry	89	Western
5117	Miss Sadie Thompson (C) (3D)	Dec. 26 '52	Rita Hayworth, Jose Ferrer	89	Drama
5118	Name for Herself, A	Jan. 16 '53	Judy Holliday, Peter Lawford	71	Comedy
5119	Nebaskan, The (C) (3D)	Feb. 13 '53	Phil Carey, Roberta Haynes	79	Western
5120	Paris Model	Mar. 20 '53	Marilyn Maxwell, Paulette Goddard	84	Drama
5121	Prisoners of the Cashah (C)	Apr. 17 '53	Gloria Grahame, Cesar Romero	63	Drama
5122	Wild One, The	May 15 '53	Marlon Brando	63	Drama

## LIPPETT

5112	Jungle, The	Aug. 1 '52	Rod Cameron, Cesar Romero	74	Drama
5113	Secret People (Brit.)	Aug. 29 '52	Valentina Cortese, Audrey Hepburn	87	Drama
5114	Hellgate	Sept. 5 '52	Sterling Hayden, Joan Leslie	87	Melodrama
5115	Scotland Yard Inspector	Oct. 31 '52	Cesar Romero, Lola Maxwell	73	Drama
5116	Tromba, the Tiger Man	Nov. 14 '52	Krone Circus	63	Drama
5117	Mr. Walkie Talkie	Nov. 28 '52	Joe Sawyer, William Tracy	65	Comedy
5118	210 (R) Captain Kidd	Dec. 12 '52	Randolph Scott, Charles Laughton	89	Adventure
5119	Great White Hunter	Dec. 26 '52	Gregory Peck, Joan Bennett	89	Drama
5120	Gambler and the Lady	Jan. 16 '53	Dane Clark, Naomi Chance	71	Melodrama
5121	I'll Get You	Feb. 13 '53	George Raft, Sally Gray	79	Melodrama
5122	Tail Texan, The	Mar. 20 '53	Lloyd Bridges, Marie Windsor	84	Western
5123	Perils of the Jungle	Apr. 17 '53	Clyde Beatty	63	Adventure
5124	White Goddess	May 15 '53	Jon Hall	73	Adventure
5125	Bad Blonde	May 29 '53	Barbara Payton, Tony Wright	80	Drama
5126	Bachelor in Paris	June 12 '53	Dennis Price, Anne Vernon	83	Drama
5127	Twilight Women (Brit.)	July 17 '53	Freda Jackson, Lola Maxwell	89	Drama
5128	Ali Baba Nights	Aug. 7 '53	Anna May Wong	76	Drama
5129	Slasher, The (Brit.)	Sept. 5 '53	James Kenney, Joan Collins	75	Drama
5130	Johnny the Giant Killer (C)	Sept. 12 '53	Animated Cartoon	70	Fairy Tale
5131	Ghost Ship (Brit.)	Sept. 19 '53	Dermet Walsh, Hazel Court	69	Melodrama
5132	Eyes of the Jungle	Oct. 3 '53	Jon Hall	79	Adventure
5133	Great Jesse James Raid, The (C)	Oct. 10 '53	Willard Parker, Barbara Payton	73	Western
5134	Spaceways	Oct. 17 '53	Howard Duff, Eva Bartok	76	Drama
5135	Norman Conquest	Oct. 24 '53	Tom Conway, Eva Bartok	76	Drama
5136	Shadow Man	Oct. 31 '53	Cesar Romero	69	Melodrama
5137	Iron Mask	Nov. 7 '53	Douglas Fairbanks	69	Drama
5138	Mr. Robinson Crusoe	Nov. 14 '53	Douglas Fairbanks	69	Drama
5139	Sins of Jezebel (C)	Nov. 21 '53	Paulette Goddard, George Nader	69	Drama
5140	Undercover Agent	Nov. 28 '53	Dermet Walsh, Hazel Court	69	Melodrama
5141	Fighting Men	Dec. 5 '53	Special Cast	69	Drama
5142	Man From Cairo	Dec. 12 '53	George Raft, Gianna Maria Canale	69	Melodrama

## MGM

5143	You for Me	Aug. '52	Peter Lawford, Jane Greer	71	Comedy
5144	Fearless Fagan	Aug. '52	Janet Leigh, Carleton Carpenter	79	Comedy
5145	Merry Widow, The (C)	Sept. '52	Lana Turner, Fernando Lamas	103	Musical
5146	Devil Makes Three, The	Sept. '52	Gene Kelly, Pier Angeli	96	Drama
5147	My Man and I	Sept. '52	Shelley Winters, Wendell Corey	99	Drama
5148	Because You're Mine (C)	Oct. '52	Mario Lanza, Doretta Morrow	103	Musical
5149	Apache War Smoke	Oct. '52	Gilbert Roland, Glenda Farrell	67	Western
5150	Everything I Have Is Yours (C)	Oct. '52	The Champions, D. O'Keefe	92	Musical
5151	Prisoner of Zenda (C)	Nov. '52	Stewart Granger, Deborah Kerr	101	Drama
5152	Honor of 13, The	Nov. '52	Peter Lawford, Dawn Addams	80	Drama
5153	Plymouth Adventure (C)	Nov. '52	Spencer Tracy, Gene Tierney	105	Musical
5154	Sky Full of Moon	Dec. '52	Carleton Carpenter, Jan Sterling	75	Drama
5155	Million Dollar Mermaid (C)	Dec. '52	Ester Williams, Victor Mature	115	Comedy
5156	Above and Beyond	Jan. '53	Robert Taylor, Eleanor Parker	122	Drama
5157	Desperate Search, The	Jan. '53	Howard Keel, Jane Greer	71	Drama

(Continued at top of page above)

## PARAMOUNT

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5123	Carrie	Aug. '52	Jennifer Jones, Laurence Olivier	118	Drama
5124	Son of Paleface (C)	Aug. '52	Bob Hope, Jane Russell	104	Comedy
5125	Just for You (C)	Sept. '52	Bing Crosby, Jane Wyman	104	Musical
5126	Caribbean (C)	Sept. '52	Arlene Dahl, John Payne	97	Western
5127	Somebody Loves Me (C)	Sept. '52	Betty Hutton, Ralph Meeker	97	Comedy
5128	Hurricane Smith (C)	Oct. '52	Yvonne De Carlo, John Ireland	90	Melodrama
5129	Turning Point, The	Nov. '52	William Holden, Alexis Smith	85	Drama
5130	Savage, The (C)	Nov. '52	Charlton Heston, Susan Morrow	95	Western
5131	Blazing Forest, The (C)	Dec. '52	John Payne, Susan Morrow	96	Western
5132	Cleopatra	Dec. '52	Claudette Colbert, Henry Wilcoxon	104	Drama
5133	Road to Bali (C)	Jan. '53	Crosby, Dorothy Lamour, Hope	91	Comedy
5134	Thunder in the East	Jan. '53	Alan Ladd, Deborah Kerr	98	Drama
5135	Tropic Zone (C)	Jan. '53	Ronald Reagan, Rhonda Fleming	94	Drama
5136	The Stooge	Feb. '53	Dean Martin, Jerry Lewis	100	Comedy
5137	Come Back, Little Sheba	Mar. '53	Shirley Booth, Burt Lancaster	99	Drama
5138	Stars Are Singing, The (C)	Mar. '53	R. Clooney, L. Melchior	99	Musical
5139	Girls of Pleasure Island (C)	Apr. '53	Don Taylor, Leo Genn	95	Comedy
5140	Off Limits	Apr. '53	Bob Hope, Marilyn Maxwell	89	Comedy
5141	Greatest Show on Earth (C)	May '53	All-Star Cast	153	Circus-Dr.
5142	Pony Express (C)	May '53	Charlton Heston, Rhonda Fleming	101	Western
5143	Sangaree (C) (3D)	May '53	Fernando Lamas, Arlene Dahl	95	Drama
5144	Jamaica Run (C)	June '53	Ray Milland, Arlene Dahl	92	Adventure
5145	Vanquished, The (C)	June '53	John Payne, Jan Sterling	84	Adventure
5146	Scared Stiff	June '53	Marlin & Lewis, Elizabeth Scott	108	Comedy
5147	Houdini (C)	July '53	Tony Curtis, Janet Leigh	106	Drama
5148	Shogun 17	July '53	William Holden, Don Taylor	120	Comedrama
5149	Shane (C)	Aug. '53	Alan Ladd, Jean Arthur	117	Western
5150	Arrowhead (C)	Aug. '53	Charlton Heston, Jack Palance	105	Western
5151	Caddy, The	Sept. '53	Marlin & Lewis	95	Comedy
5152	Little Boy Lost	Sept. '53	Bing Crosby, Claude Dauphin	95	Drama
5153	Roman Holiday	Oct. '53	Gregory Peck, Audrey Hepburn	119	Comedy
5154	War of the Worlds (C)	Oct. '53	Gene Barry, Ann Robinson	85	Drama

Alaska Sea	Robert Ryan, Jan Sterling	Adventure
Botany Bay (C)	Alan Ladd, James Mason	Drama
Elephant Walk (C)	Elizabeth Taylor, Dana Andrews	Drama
Flight to Tangier (C) (3D)	Joan Fontaine, Jack Palance	Drama
Forever Female	Paul Douglas, Ginger Rogers	Comedy
Here Come the Girls (C)	Hope, Clooney, Dahl, Martin	Musical
Lost Treasure of the Amazon (C) (3D)	Fernando Lamas, Rhonda Fleming	Adventure
Money from Home (C) (3D)	Martin & Lewis	Comedy
Naked Jungle (C)	Eleanor Parker, Charlton Heston	Adventure
Red Garters (C)	Rosemary Clooney, Jack Carson	Musical
Those Redheads from Seattle (C) (3D)	Rhonda Fleming, Gene Barry	Musical

## REPUBLIC

5107	Woman of the North Country (C)	Sept. 5 '52	Ruth Hussey, Rod Cameron	90	Comedrama
5108	Quiet Man, The (C)	Sept. 14 '52	John Wayne, Maureen O'Hara	129	Drama
5109	Tropical Heat Wave	Oct. 1 '52	Estelita, Robert Hutton	74	Comedy
5110	Desperadoes Outpost	Oct. 8 '52	Allan Rockey Lane	54	Western
5111	Toughest Man in Arizona (C)	Oct. 10 '52	Vaughn Monroe, Joan Leslie	90	Western
5112	WAC from Walla Walla	Oct. 10 '52	Judy Canova, Stephen Dunne	83	Comedy
5113	South Pacific Trail	Oct. 20 '52	Rex Allen	60	Western
5114	Thunderbirds	Nov. 27 '52	Mona Freeman, John Barrymore, Jr.	94	Drama
5115	Ride the Man Down (C)	Jan. 1 '53	Brian Donlevy, Forrest Tucker	90	Western
5116	Marshal of Cedar Rock	Feb. 1 '53	Allan Rockey Lane	54	Western
5117	San Antonio	Feb. 15 '53	Rod Cameron, Arleen Whelan	90	Western
5118	Old Overland Trail	Feb. 25 '53	Rex Allen	60	Western

(Continued on following page, column 1)



## REPUBLIC (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5204	Woman They Almost Lynched	Mar. 20 '53	John Lund, Audrey Totter	90	Drama
5205	Lady Wants Mink (C)	Mar. 30 '53	Dennis O'Keefe, Ruth Hussey	92	Comedy
5206	Perilous Journey, A	Apr. 5 '53	Vera Ralston, David Brian	90	Drama
5207	Fair Wind to Java (C)	Apr. 28 '53	Fred MacMurray, Vera Ralston	92	Melodrama
5208	Iron Mountain Trail	May 8 '53	Rex Allen	54	Western
5209	Son Shines Bright, The	May 22 '53	Charles Winninger, Arleen Whelan	90	Drama
5210	Savage Frontier	May 15 '53	Allan Rocky Lane	54	Western
5211	City That Never Sleeps	June 12 '53	Gig Young, Mala Powers	90	Drama
5212	Sweethearts on Parade (C)	July 15 '53	Ray Middleton, Eileen Christy	90	Musical
5213	Down Laredo Way	Aug. 5 '53	Rex Allen	54	Western
5214	Bandits of the West	Aug. 8 '53	Allan Rocky Lane	54	Western
5215	Champ for a Day	Aug. 15 '53	Alex Nicol, Audrey Totter	54	Melodrama
5216	El Paso Stampede	Sept. '53	Allan Rocky Lane	54	Western
5217	Sea of Lost Ships	Sept. '53	John Derek, Wanda Hendrix	54	Drama
5218	Shadows of Tombstone	Sept. '53	Rex Allen	54	Western
5219	Flight Nurse		Joan Leslie, Forrest Tucker		Drama
5220	Geraldine		John Carroll, Mala Powers		Musical
5221	Laughing Anne (Brit.) (C)		Wendell Corey, Margaret Lockwood		Drama

## RKO RADIO

361	Big Sky, The	Aug. '52	Kirk Douglas, Elizabeth Threlk.	122	Western
362	One Minute to Zero	Aug. '52	Robert Mitchum, Ann Rlyth	105	Drama
363	Sudden Fear	Aug. '52	Joan Crawford, Jack Palance	110	Drama
364	Look Who's Laughing	Aug. '52	Lucille Ball, Edgar Bergen	79	Comedy
365	Too Many Girls	Aug. '52	Lucille Ball, Desi Arnaz	85	Comedy
366	Anne Oakley	Sept. '52	Barbara Stanwyck, Preston Foster	91	Western
367	Allegany Uprising	Sept. '52	John Wayne, Claire Trevor	81	Western
368	Beware, My Lovely	Sept. '52	Ida Lupino, Robert Ryan	77	Drama
369	Lusty Men, The	Oct. '52	Susan Hayward, Robert Mitchum	113	Drama
370	Under the Red Sea	Oct. '52	Documentary	87	Docu try
371	Montana Belle (C)	Nov. 11 '52	Jane Russell, George Brent	81	Western
372	Face to Face	Nov. 14 '52	James Mason, Robert Preston	92	Duo-Drama
373	Bachelor and the Bobby-Soxer	Dec. 5 '52	Cary Grant, Myrna Loy	95	Comedy
374	Bachelor Mother	Dec. 5 '52	Ginger Rogers, David Niven	82	Comedy
375	Hans Christian Andersen (C)	Dec. 19 '52	Danny Kaye, Farley Granger	112	Musical
376	Blackbeard the Pirate (C)	Dec. 25 '52	Linda Darnell, Robert Newton	99	Drama
377	Androcles and the Lion	Jan. 9 '53	Victor Mature, Jean Simmons	98	Melodrama
378	Captive Women	Jan. 10 '53	Margaret Field, Robert Clarke	65	Adventure
379	Never Wave at a WAC	Jan. 28 '53	Rosalind Russell, Paul Douglas	87	Comedy
380	No Time for Flowers	Jan. 31 '53	Vivica Lindfors, Paul Christian	83	Comedy
381	Peter Pan (C)	Feb. 5 '53	Cartoon	76 1/2	Fairy Tale
382	Angel Face	Feb. 11 '53	Robert Mitchum, Jean Simmons	90	Melodrama
383	Sword of Venus	Feb. 20 '53	Robert Clarke, Catherine McLeod	73	Drama
384	Hitch-Hiker, The	Mar. 21 '53	Edmond O'Brien, Frank Lovejoy	71	Melodrama
385	Fort Apache	Mar. 28 '53	John Wayne, Henry Fonda	128	Western
386	Blood on the Moon	Mar. 28 '53	Robert Mitchum, Robert Preston	88	Western
387	Count the Hours	Apr. 10 '53	Teresa Wright, MacDonald Carey	74	Drama
388	Fort Sinister	Apr. 10 '53	James Warren, Lynne Roberts	65	Melodrama
389	Split Second	May 2 '53	Alexis Smith, Stephen McNally	85	Melodrama
390	Big Frame, The (Brit.)	May 15 '53	Mark Stevens, Jean Kent	67	Drama
391	Night Without Stars (Brit.)	May 20 '53	David Farrar, Nadia Gray	75	Drama
392	Sea Devils (C)	May 23 '53	Yvonne DeCarlo, Rock Hudson	91	Adventure
393	Below the Sahara (C)	May 30 '53	Native Cast	65	Documentary
394	Tarzan and the She-Devil	June 8 '53	Lex Barker, Joyce MacKenzie	76	Adventure
395	Affair with a Stranger	June 20 '53	Jean Simmons, Victor Mature	87	Comedrama
396	Sea Around Us, The (C)	July 11 '53	Documentary	61	Documentary

## 20th CENTURY-FOX (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
347	Tonight We Sing (C)	Apr. '53	David Wayne, Ezio Pinza	128	Musical
348	Invaders from Mars (C)	May '53	Helena Carter, Arthur Franz	78	Drama
349	Man on a Tightrope	May '53	Fredric March, Gloria Grahame	105	Drama
350	Titanic	May '53	Clifton Webb, Barbara Stanwyck	98	Drama
351	Desert Rats, The	May '53	James Mason, Richard Burton	88	Drama
352	Gentleman's Agreement	May '53	Gregory Peck, Dorothy McGuire	118	Drama
353	Snake Pit, The	May '53	Olivia deLavieland, Leo Genn	108	Drama
354	Girl Next Door, The (C)	June '53	June Haver, Dan Dailey	92	Musical
355	Powder River (C)	June '53	Rory Calhoun, Corinne Calvet	78	Western
356	Pickup on South Street	June '53	Richard Widmark, Jean Peters	80	Drama
357	Dangerous Crossing	July '53	Jeanne Crain, Michael Rennie	75	Drama
358	Farmer Takes a Wife, The (C)	July '53	Betty Grable, Dale Robertson	81	Musical
359	Glory Brigade, The	July '53	Victor Mature	82	Drama
360	Kid from Left Field, The	July '53	Anne Bancroft	87	Comedrama
361	Kiss of Death	July '53	Victor Mature, Richard Widmark	99	Melodrama
362	Road House	July '53	Richard Widmark, Ida Lupino	95	Melodrama
363	Snows of Kilimanjaro (C)	July '53	Peck, Hayward, Gardner	117	Drama
364	White Witch Doctor (C)	July '53	Susan Hayward, Robert Mitchum	96	Adventure
365	Gentlemen Prefer Blondes (C)	Aug. '53	Marilyn Monroe, Jane Russell	91	Musical
366	Inferno (C) (3D)	Aug. '53	Robert Ryan, Rhonda Fleming	83	Drama
367	Sailor of the King	Aug. '53	Jeffrey Hunter, Michael Rennie	83	Drama
368	Blueprint for Murder, A	Sept. '53	Joseph Cotton, Jean Peters	76	Melodrama
369	City of Bad Men (C)	Sept. '53	Jeanne Crain, Dale Robertson	82	Western
370	Master Scoutmaster	Sept. '53	Clifton Webb, Edmund Gwenn	87	Comedy
371	Broken Arrow (C)	Sept. '53	James Stewart, Jeff Chandler	93	Western
372	I Was a Male War Bride	Sept. '53	Cary Grant, Ann Sheridan	103	Comedy
373	Thy Neighbor's Wife	Oct. '53	Hugo Haas, Cleo Moore	77	Melodrama
374	Vickie	Oct. '53	Jeanne Crain, Jean Peters	77	Drama
375	Beneath the 12-Mile Reef (C) (CinemaScope)		Terry Moore, Robert Wagner		Drama
376	Demetrius and the Gladiators (C)		Victor Mature, Susan Hayward		Drama
377	How to Succeed in Business Without Really Trying (C) (CinemaScope)		B. Grable, M. Monroe, L. Bacall		Comedy
378	Miss Robinson Crusoe (C)		Amanda Blake, George Nader		Adventure
379	Robe, The (C) (CinemaScope)		J. Simmons, R. Burton, V. Mature		Drama

## UNITED ARTISTS

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
380	Island of Desire (C)	Aug. 4 '52	Linda Darnell, Tab Hunter	91	Drama
381	Park Row	Aug. 12 '52	Gene Evans, Mary Welch	81	Drama
382	Cry, the Beloved Country	Aug. 22 '52	Canada Lee, Sidney Poitier	96	Drama
383	(R) Guest Wife	Sept. 5 '52	Claudette Colbert, Don Ameche	90	Comedy
384	(R) It's in the Bag	Sept. 5 '52	Fred Allen, Jack Benny	87	Comedy
385	Untamed Women	Sept. 12 '52	Lyle Talbot, Doris Herrick	79	Adventure
386	(R) Lady Vanishes, The	Sept. 19 '52	Michael Redgrave, M. Lockwood	85	Mystery
387	Ring, The	Sept. 26 '52	Gerald Mohr, Rita Moreno	79	Drama
388	Thief, The	Oct. 10 '52	Ray Milland, Rita Gam	85	Drama
389	Outpost in Malaya (Brit.)	Nov. 21 '52	Claudette Colbert, Jack Hawkins	88	Drama
390	Babes in Bagdad (C)	Dec. 7 '52	Paulette Goddard, John Bolso	79	Comedy
391	Monsoon (C)	Dec. 14 '52	Ursula Thiele, Diana Douglas	79	Drama
392	Breaking the Sound Barrier (Brit.)	Dec. 21 '52	Ann Todd, Ralph Richardson	115	Drama
393	Kansas City Confidential	Jan. 16 '53	John Payne, Coleen Gray	98	Drama
394	Guerrilla Girl	Jan. 23 '53	Helmut Dantine, Mariana	81	Melodrama

# RKO RADIO (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
481(R)	Mighty Joe Young	July 15 '53	Terry Moore, Ben Johnson	94	Drama
482(R)	Isle of the Dead	July 15 '53	Boris Karloff, Ellen Drew	72	Melodrama
401	Second Chance (C) (3D)	July 18 '53	Robert Mitchum, Linda Darnell	82	Drama
402	Devil's Canyon (C) (3D)	July 25 '53	Robert Mayo, Dale Robertson	92	Western
483(R)	Stage Door	Aug. 5 '53	Katharine Hepburn, Ginger Rogers	91	Drama
484(R)	Without Reservations	Aug. 5 '53	Claudette Colbert, John Wayne	101	Comedy
491	Sword and the Rose, The (C)	Aug. 15 '53	Richard Todd, Glynis Johns	93	Adventure
	Rage of the Jungle (C)	Sept. 15 '53	Glenn Ford, Ann Sheridan		Drama
	She Had to Say Yes	Sept. 15 '53	Jean Simmons, Robert Mitchum		Comedy
485(R)	Top Hat	Sept. 21 '53	Fred Astaire, Ginger Rogers		Musical
486(R)	Suspicion	Sept. 21 '53	Cary Grant, Joan Fontaine		Melodrama
	Marry Me Again	Sept. 22 '53	Marie Wilson, Robert Cummings		Comedy
	Son of Sinbad (C) (3D)	Sept. 29 '53	Dale Robertson, Sally Forrest		Adventure
487(R)	Follow the Fleet	Oct. 29 '53	Fred Astaire, Ginger Rogers		Musical
488(R)	Out of the Past	Oct. 29 '53	Robert Mitchum, Kirk Douglas		Melodrama
	Silver Horde (C)	Dec. 12 '53	John Wayne, Jane Russell		Drama
	Carnival Story (C) (3D)		Anne Baxter, Steve Cochran		Drama
	De Cameron Nights (C)		Joan Fontaine, Louis Jourdan		Drama
	French Line (C) (3D)		Jane Russell, Gilbert Roland		Musical
	Heavy Water (Norwegian)		Documentary		Documentary
	Louisiana Territory (C) (3D)		Documentary		Documentary
	3-D Follies, The (C) (3D)		Lili St. Cyr		Variety

# 20th CENTURY-FOX

223	Dreamboat	Aug. '52	Clifton Webb, Ginger Rogers	83	Comedy
224	Don't Bother to Knock	Aug. '52	Marilyn Monroe, Richard Widmark	76	Comedy
225	Les Misérables	Aug. '52	Michael Rennie, Debra Paget	104	Drama
226	What Price Glory (C)	Aug. '52	James Cagney, Dan Dailey	111	Drama
227	Lure of the Wilderness (C)	Sept. '52	Jean Peters, Jeffrey Hunter	92	Melodrama
228	O'Henry's Full House	Sept. '52	All Star Cast	111	Drama
230	Monkey Business	Sept. '52	Cary Grant, Marilyn Monroe	97	Comedy
231	My Wife's Best Friend	Oct. '52	Anne Baxter, Macdonald Carey	87	Comedrama
238	Something for the Birds	Sept. '52	Victor Mature, Patricia Neal	81	Comedy
229	Way of a Gaucho (C)	Oct. '52	Gene Tierney, Rory Calhoun	91	Western
236	Bloodhounds of Broadway (C)	Nov. '52	Mitzi Gaynor, Scott Brady	96	Comedy
235	Night Without Sleep	Nov. '52	Gary Merrill, Linda Darnell	77	Drama
237	Pony Soldier (C)	Nov. '52	Tyrone Power, Cameron Mitchell	82	Drama
232	Steel Trap	Nov. '52	Joseph Cotten, Teresa Wright	85	Melodrama
233	My Pal Gus	Dec. '52	Richard Widmark, Joanne Dru	83	Comedrama
239	Stars and Stripes Forever (C)	Dec. '52	Clifton Webb, Ruth Hussey	89	Musical
301	My Cousin Rachel	Jan. '53	Olivia de Havilland, Richard Burton	98	Drama
302	I Don't Care Girl (C)	Jan. '53	Mitzi Gaynor, David Wayne	78	Musical
303	Ruby Gentry	Jan. '53	Jennifer Jones, Charlton Heston	82	Drama
304	Thief of Venice	Jan. '53	Maria Montez, Paul Christian	91	Drama
348(R)	Gangbanger, The	Jan. '53	Gregory Peck, Jean Parker	87	Western
349(R)	Yellow Sky	Jan. '53	Gregory Peck, Anne Baxter	98	Western
306	Niagara (C)	Feb. '53	Marilyn Monroe, Joseph Cotten	89	Melodrama
308	Treasure of the Golden Condor (C)	Feb. '53	Cornel Wilde, Constance Smith	93	Drama
309	Silver Whip	Feb. '53	Rory Calhoun, Dale Robertson	73	Western
316	Star, The	Feb. '53	Bette Davis, Sterling Hayden	89	Drama
305	Taxi	Mar. '53	Dan Dailey, Constance Smith	77	Comedy
313	Destination Gobi (C)	Mar. '53	Richard Widmark, Don Taylor	89	Adventure
317	Down Among the Sheltering Palms (C)	Mar. '53	William Lundigan, Mitzi Gaynor	87	Musical
350(R)	Call of the Wild	Mar. '53	Clark Gable, Loretta Young	81	Drama
351(R)	My Darling Clementine	Mar. '53	H. Fonda, L. Darnell, V. Mature	97	Drama
311	Call Me Madam (C)	Apr. '53	Eitel Merman, Donald O'Connor	114	Musical
312	President's Lady	Apr. '53	Susan Hayward, Charlton Heston	96	Drama

(Continued at top of page above)

# UNITED ARTISTS (continued)

PROD. NO.	TITLE	RELEASE	PROD. NO.	TITLE	RELEASE
	Luxury Girls	Jan. 30 '53	Susan Stephen		96
	Limelight	Feb. 6 '53	Claire Bloom, Charles Chaplin		143
	Magnetic Monster, The	Feb. 18 '53	Richard Carlson, Jean Byron		79
	Bandits of Corsica, The	Feb. 27 '53	Richard Greene, Paula Raymond		81
	Moulin Rouge (C)	Mar. 6 '53	José Ferrer, Colette Marchand		118
	Bwana Devil (3D) (C)	Mar. 18 '53	Robert Stack, Barbara Britton		79
	Son of the Renegade	Mar. 27 '53	John Carpenter, Lori Irving		57
(R)	Love Happy	Apr. 15 '53	Marx Bros., Marilyn Monroe		85
(R)	Africa Screams	Apr. 15 '53	Abbott & Costello		79
	Assassin, The (Brit.)	Apr. 22 '53	Richard Todd, Eva Bartok		90
	That Man from Tangier	May 8 '53	Nils Asther, Roland Young		80
	Phantom from Space	May 15 '53	Ted Cooper, Nooren Nash		72
	Shoot First	May 15 '53	Joel McCrea, Evelyn Keyes		88
	Raiders of the Seven Seas (C)	May 27 '53	John Payne, Donna Reed		88
	Mahatma Gandhi-20th Century				
	Prophet	May '53	Documentary		81
	Volcano (Ital.) (Eng. dubbed)	June 5 '53	Anna Magnani, Geraldine Brooks		106
	Twoonky, The	June 10 '53	Hans Conried, Gloria Blondell		72
	Ghenghis Khan	June 12 '53	Elvira Reyes, Lou Salvador		78
	Neanderthal Man, The	June 19 '53	Robert Shayne, Doris Merrick		78
	Marshall's Daughter, The	June 26 '53	Ken Murray, Preston Foster		71
	Return to Paradise (C)	July 10 '53	Gary Cooper, Robert Haynes		100
	Fort Algiers	July 15 '53	Yvonne DeCarlo, Carlos Thompson		78
	Moon Is Blue, The	July 17 '53	William Holden, David Niven		99
	My Heart Goes Crazy (Brit.) (C)	July 22 '53	Sid Field, Greta Gynn		70
	Gun Belt (C)	July 24 '53	George Montgomery, Tab Hunter		77
	Vice Squad	July 31 '53	Edward G. Robinson, P. Goddard		87
	Meiba (C)	Aug. 7 '53	Patrice Munsel, Robert Morley		113
	Captain Scarlett (C)	Aug. 12 '53	Richard Greene, Leonora Amar		75
	I, the Jury (3D)	Aug. 14 '53	Biff Elliot, Peggie Castle		87
	Gay Adventure, The (Brit.)	Aug. 21 '53	Burgess Meredith, Jean Pierre Aumont		82
	War Paint (C)	Aug. 28 '53	Robert Stack, Joan Taylor		89
	No Escape	Sept. 1 '53	Low Ayres, Sonny Tufts		76
	Sabre Jet (C)	Sept. 4 '53	Robert Stack, Coleen Gray		83
	99 River Street	Sept. 11 '53	John Payne, Evelyn Keyes		83
	Joe Louis Story, The	Sept. 18 '53	Coley Wallace, James Edwards		80
	Fake, The	Sept. 25 '53	Dennis O'Keefe, Colleen Gray		80
	Donovan's Brain	Sept. 30 '53	Low Ayres, Nancy Davis		80

	Art of Love	Kirk Douglas, Dany Robin	Drama
	Brachhead (C)	Tony Curtis	Drama
	Beat the Devil	Humphrey Bogart, Jennifer Jones	Drama
	Camel Corps (C)	Rod Cameron, Joanne Dru	Western
	Captain John Smith and Pocahontas (C) (3D)	Anthony Dexter	Drama
	Crossed Swords (C)	Errol Flynn, Gina Lollobrigida	Adventure
	Free and Easy	Evelyn Scott	Drama
	Personal Affair	Gene Tierney, Leo Genn	Drama
	Riders to the Stars (C)	Richard Carlson	Adventure
	Scarlet Spear, The	John Archer, Martha Hyers	Adventure
	Shark River (C)	Steve Cochran, Carole Mathews	Adventure
	Song of the Land (C)	Nature	Documentary
	South of Algiers (C)	Wanda Hendrix, Van Heflin	Adventure
	Steel Lady	Rod Cameron, Tab Hunter	Adventure

# UNIVERSAL-INTERNATIONAL

227	World in His Arms, The (C)	Aug. '52	Gregory Peck, Ann Blyth	104	Drama
228	Duel at Silver Creek, The (C)	Aug. '52	Audie Murphy, Faith Domergue	77	Drama
229	Lost in Alaska	Aug. '52	Abbott & Costello, Mitzi Green	76	Comedy

(Continued on following page, columns 1)

## UNIVERSAL-INTERNATIONAL (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
230	Untamed Frontier (C)	Sept. '52	Joseph Cotten, Shelley Winters	75	Adventure
231	Son of Ali Baba (C)	Sept. '52	Tony Curtis, Piper Laurie	75	Drama
232	Bonzo Goes to College	Sept. '52	Edmund Gwenn, Maureen O'Sullivan	80	Comedy
233	Willie and Joe Back at the Front	Oct. '52	Tom Ewell, Harvey Lembeck	87	Comedy
234	Yankee Buccaneer (C)	Oct. '52	Jeff Chandler, Scott Brady	86	Melodrama
235	Horizons West (C)	Oct. '52	Robert Ryan, Julia Adams	81	Western
236	Raiders, The (C)	Nov. '52	Richard Conte, Viveca Lindfors	80	Western
237	Because of You	Nov. '52	Loretta Young, Jeff Chandler	95	Drama
238	It Grows on Trees	Nov. '52	Irene Dunne, Dean Jagger	84	Comedy
239	Black Castle, The	Dec. '52	Stephen McNally, Richard Greene	81	Drama
240	Against All Flags (C)	Dec. '52	Errol Flynn, Maureen O'Hara	83	Drama
241	Lawless Breed (C)	Jan. '53	Rock Hudson, Julia Adams	83	Western
242	Meet Me at the Fair (C)	Jan. '53	Dan Dailey, Diana Lynn	87	Musical
243	Redhead from Wyoming (C)	Jan. '53	Maureen O'Hara, Alex Nicol	80	Western
244	Mississippi Gambler (C)	Feb. '53	Tyrone Power, Piper Laurie	98	Drama
245	Girls in the Night	Feb. '53	Joyce Holden, Glenda Farrell	83	Drama
246	City Beneath the Sea (C)	Mar. '53	Robert Ryan, Mala Powers	87	Drama
247	Guns of the West	Mar. '53	Audie Murphy, Susan Cabot	79	Drama
248	Seminole (C)	Mar. '53	Rock Hudson, Barbara Hale	86	Western
249	Ma and Pa Kettle on Vacation	Apr. '53	Marjorie Main, Percy Kilbride	75	Comedy
250	Desert Legion (C)	Apr. '53	Alan Ladd, Arlene Dahl	86	Drama
251	Abbott & Costello Go to Mars	Apr. '53	Abbott & Costello	77	Comedy
252	Lone Hand (C)	May '53	Joel McCrea, Barbara Hale	80	Western
253	Law and Order (C)	May '53	Ronald Reagan, Dorothy Malone	80	Western
254	It Happens Every Thursday	May '53	Loretta Young, John Forsythe	80	Comedrama
255	Column South (C)	June '53	Audie Murphy, John Evans	84	Drama
256	Take Me to Town (C)	June '53	Ann Sheridan, Sterling Hayden	81	Drama
257	It Came from Outer Space (3D)	June '53	Richard Carlson, Barbara Rush	82	Drama
258	Queen Is Crowned, A (Brit.) (C)	June '53	Sir Lawrence Olivier (narrator)	86	Documentary
259	Francis Covers the Big Town	July '53	Donald O'Connor, Nancy Guild	86	Comedy
260	All I Desire	July '53	Barbara Stanwyck, Richard Carlson	79	Drama
261	Great Sioux Uprising, The (C)	July '53	Jeff Chandler, Faith Domergue	80	Western
262	Abbott & Costello Meet Dr. Jekyll & Mr. Hyde	Aug. '53	Abbott & Costello	77	Comedy
263	Man from the Alamo (C)	Aug. '53	James Ford, Julia Adams	79	Western
264	Thunder Bay (C)	Aug. '53	Glen Stewart, Joanne Dru	103	Drama
265	Golden Blade (C)	Sept. '53	Rock Hudson, Piper Laurie	81	Adventure
266	Stand at Apache River, The (C)	Sept. '53	Stephen McNally, Julia Adams	77	Western
267	Wings of the Black Hawk (C) (3D)	Sept. '53	Van Heflin, Julia Adams	83	Western
268	All-American	Oct. '53	Tony Curtis, Lori Nelson	83	Drama
269	East of Sumatra (C)	Oct. '53	Jeff Chandler, Marilyn Maxwell	82	Adventure
270	Back to God's Country (C)	Nov. '53	Rock Hudson, Steve Cochran	82	Western
271	Veils of Bagdad (C)	Nov. '53	Victor Mature, Mari Blanchard	82	Adventure
272	Brady's Bunch (C)		Jeff Chandler, Maureen O'Hara		Drama
273	Forbidden		Tony Curtis, Joanne Dru		Drama
274	Glass Web (3D)		Edward G. Robinson, John Forsythe		Melodrama
275	Glenn Miller Story (C)		James Stewart, June Allyson		Musical
276	Ma and Pa Kettle at Waikiki		Marjorie Main, Percy Kilbride		Comedy
277	Ma and Pa Kettle Hit the Road Home		Marjorie Main, Percy Kilbride		Comedy
278	Ride Clear of Diablo (C)		Audie Murphy, Dan Duryea		Drama
279	Son of Cochise (C) (3D)		Rock Hudson, Barbara Rush		Western
280	Tumbledweed (C)		Audie Murphy, Lori Nelson		Western
281	Walkin' My Baby Back Home (C)		Donald O'Connor, Janet Leigh		Musical

## U-I Special Films Division

284	Stranger in Between, The	Aug. '52	Dirk Bogarde, Elizabeth Sellars	84	Drama
285	The Promoter	Oct. '52	Alec Guinness, Valerie Hobson	88	Comedy
286	Importance of Being Earnest (C)	Dec. '52	Michael Redgrave, Joan Greenwood	95	Comedy
287	Crash of Silence (Story of Mandy)	Feb. '53	Phyllis Calvert, Jack Hawkins	93	Drama
288	Penny Princess (C)	Mar. '53	Yolande Donlan, Dirk Bogarde	91	Comedy

## U-I Special Films Division (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
384	I Believe in You	Apr. '53	Celia Johnson, Cecil Parker	91	Drama
385	Cruel Sea, The	Aug. '53	Jack Hawkins, Virginia McKenna	121	Drama
386	Gentle Gunman, The		John Mills, Elizabeth Sellars		Drama
387	Project M 7		Phyllis Calvert		Drama
388	Something Money Can't Buy		Anthony Steel, Patricia Roc		Drama
389	Street Corner		Peggy Cummins, Rosamund John		Drama
390	Tiffid Thunderbolt, The (C)		Godfrey Tearle, Stanley Holloway		Comedy
391	Where's Charley? (C)	Aug. 16 '52	Ray Bolger, Allyn McLerie	97	Comedy
392	Big Jim McLain	Aug. 30 '52	John Wayne, Nancy Olson	99	Drama
393	Crimson Pirate (C)	Sept. 27 '52	Burt Lancaster, Eva Bartok	104	Drama
394	Miracle of Fatima (C)	Oct. 11 '52	Gilbert Roland, Angela Clark	102	Drama
395	Springfield Rifle (C)	Oct. 25 '52	Gary Cooper, Phyllis Thaxter	93	Drama
396	Operation Secret	Nov. 8 '52	Cornel Wilde, Phyllis Thaxter	108	Drama
397	Iron Mistress, The (C)	Nov. 22 '52	Alan Ladd, Virginia Mayo	118	Drama
398	Cattle Town	Dec. 6 '52	Dennis Morgan, Philip Carey	71	Western
399	A & C Meet Captain Kidd (C)	Dec. 27 '52	Abbott & Costello	70	Comedy
400	April in Paris (C)	Jan. 3 '53	Ray Bolger, Doris Day	101	Musical
401	Stop, You're Killing Me (C)	Jan. 17 '53	Broderick Crawford, Claire Trevor	86	Comedy
402	Man Behind the Gun (C)	Jan. 31 '53	Randolph Scott, Patrice Wymore	82	Western
403	Jazz Singer, The (C)	Feb. 14 '53	Danny Thomas, Peggy Lee	107	Musical
404	I Confess	Feb. 28 '53	Montgomery Clift, Anne Baxter	95	Drama
405	She's Back on Broadway (C)	Mar. 14 '53	Virginia Mayo, Gene Nelson	95	Musical
406	Blue Gardenia, The	Mar. 28 '53	Anne Baxter, Richard Conte	90	Melodrama
407	Trouble Along the Way	Apr. 4 '53	John Wayne, Donna Reed	110	Comedrama
408	System, The	Apr. 18 '53	Frank Lovejoy, Joan Weldon	90	Drama
409	House of Wax (C) (3D)	Apr. 25 '53	Vincent Price, Phyllis Kirk	88	Melodrama
410	By the Light of the Silvery Moon (C)	May 2 '53	Doris Day, Gordon MacRae	102	Musical
411	Desert Song, The (C)	May 30 '53	Kathryn Grayson, Gordon MacRae	110	Musical
412	Beast from 20,000 Fathoms, The	June 13 '53	Paul Christian, Paula Raymond	80	Melodrama
413	South Sea Woman	June 27 '53	Burt Lancaster, Virginia Mayo	99	Comedrama
414	Charge at Feather River				
415	The (C) (3D)	July 11 '53	Guy Madison, Frank Lovejoy	96	Western
416	Master of Ballantyne (C)	Aug. 1 '53	Errol Flynn, Anthony Steel	89	Adventure
417	So This Is Love (C)	Aug. 15 '53	Kathryn Grayson, Walter Abel	101	Musical
418	Plunder of the Sun (C)	Aug. 29 '53	Glenn Ford, Diana Lynn	81	Drama
419	Island in the Sky	Sept. 5 '53	John Wayne, Lloyd Nolan	109	Drama
420	Moonlighter, The (3D)	Sept. 19 '53	Barbara Stanwyck, Fred MacMurray	94	Musical
421	Beggar's Opera, The (C) (Brit.)	Sept. 26 '53	Laurence Olivier, Dorothy Tutin	94	Musical
422	Diamond Queen (C)	Jan. 23 '54	Fernando Lamas, Arlene Dahl	80	Adventure
423	Blowing Wild		Gary Cooper, Barbara Stanwyck		Drama
424	Boy from Oklahoma, The (C)		Will Rogers, Jr., Nancy Olson		Drama
425	Bounty Hunter (C) (3D)		Randolph Scott		Drama
426	Calamity Jane (C)		Doris Day, Howard Keel		Musical
427	City Is Dark		Gene Nelson, Sterling Hayden		Drama
428	Eddie Cantor Story, The (C)		Keefe Brasselle, Marilyn Erskine		Musical
429	Hia Majesty O'Keefe (C)		Burt Lancaster, Joan Rice		Drama
430	Hondo (C) (3D)		John Wayne		Drama
431	Lion Is in the Streets (C)		James Cagney, Barbara Hale		Drama
432	Riding Shotgun (C)		Randolph Scott, Wayne Morris		Western
433	So Big		Jane Wyman, Sterling Hayden		Drama
434	Three Sailors and a Girl (C)		Jane Powell, Gordon MacRae		Musical
435	Thunder Over the Plains (C)		Randolph Scott, Phyllis Kirk		Western



# OTHER PICTURES IN RELEASE

Title	Distributor	Running Time	Type
Affair Blum (Ger.)	Central	197	Drama
All for Love (Ital.)	I.F.E.	95	Drama
Amazing Men, Fabre (Fr.) (Eng. Dial.)	Meadow	90	Drama
Angel (Fr. & Ital.)	Scalera	95	Drama
Angel and Sinner (Fr.)	A.F.E.	90	Drama
Angel Street (Brit.)	Commercial	84	Drama
Angelo (Ital.)	Scalera	95	Drama
Anna (Ital.) (Eng. Dial.)	I.F.E.	100	Drama
Annapurna (C)	Union	63	Drama
Another Shore (Br.)	I.R.O.	77	Comedy
Anthony of Padua (Ital.)	Casolaro	88	Drama
Arizona Raiders (R)	Favorite	80	Western
Atomic Monster, The (R)	Realart	85	Drama
Bad Lord Byron (Br.)	I.R.O.	85	Drama
Ballerina (Fr.)	Burstyn	85	Drama
Barber of Seville (Ital.)	Excelsior	105	Opera
Battles of Chief Pontiac	Realart	72	Western
Beauty and the Beast (Fr.)	Lopert	87	Fantasy
Beauty and the Devil (Fr.)	Davis	95	Drama
Before Him All Rome Trembled (Ital.)	Continental	104	Drama
Behind Closed Shutters (Ital.) (Eng. Dial.)	I.F.E.	89	Drama
Bela Lugosi Meets a Brooklyn Gorilla	Realart	74	Horror
Bellissima (Ital.)	I.F.E.	108	Drama
Beloved Vagabond (Fr.)	A.F.E.	90	Musical
Berliner, The (German)	Furstyn	90	Comedy
Betrayal of Catherine the Great (Fr.)	Hoffberg	82	Drama
Bicycle Thief (Ital.)	Burstyn	89	Drama
Big Day, The (Fr.)	Mayer-Kingsley	73	Comedy
Big Break, The	Madison	75	Drama
Bitter Rice (Eng. Dial.)	I.F.E.	93	Drama
Bitter Springs (Brit.)	Fell	73	Western
Black Narcissus (C) (Br.)	Allied	91	Drama
Blackmail (Br.)	Real	73	Drama
Blind Desire (Fr.)	Discina	67	Drama
Blood and Fire (Swed.)	Oxford	93	Drama
Body and Soul	Favorite	104	Drama
Border Street (Pol.)	Globe	112	Drama
Born to the Saddle	Astor	77	Western
Bowery Blitzkrieg (R)	Savoy	62	Comedy
Boys of the City (R)	Savoy	63	Comedy
Brands for the Parson (Brit.)	Mayer-Kingsley	74	Comedy
Brave Don't Cry (Brit.)	Realart	92	Drama
Breakdown	Realart	77	Drama
Brief Encounter (Br.)	Allied	86	Drama
Broadway Guys	Favorite	79	Comedy
Broken Vow (Ital.)	Casolaro	88	Drama
Burma Victory (Br.) (R)	Film Renters	60	Docu'try
Cabinet of Dr. Caligari (Ger.)	Famous	62	Drama
Cadets of Gascoigne (Ital.)	Continental	92	Comedy
Cadaver and Cleopatra (C) (Br.)	Allied	126	Drama
Cage of Gold (Br.)	Ellis	83	Drama
Caged Women (Swed.)	Davis	93	Drama
Cairo Road (Brit.)	Realart	83	Drama
Captain from Koenig (Ger.)	Brandon	96	Comedy
Carriak's Daughter (Br.)	Beverly	83	Comedy
Carmen (Fr. & Ital.)	Scalera	96	Musical
Casque D'Or (Story of a Blonde) (Fr.)	Discina	97	Drama
Cavalleria Rusticana (Ital.)	Scalera	84	Musical
Chest, The (Fr.)	Discina	86	Drama
Chorde (Fr.)	Commercial	90	Drama

1979

Title	Distributor	Running Time	Type
Chinatown Squad (R)	Realart	66	Drama
Cinderella (Ital.)	Times	96	Opera
City of Sin	Ellis	77	Melodrama
Cleopatra (Ital.)	Casolaro	89	Drama
Cliff of Sin (Ital.)	Continental	94	Drama
Come Out Fighting (R)	Savoy	67	Comedy
Concert of Stars (Russ.) (C)	Artkino	85	Musical
Congress Dances	Meadow	90	Musical
Cossacks of the Kuban (C) (Russ.)	Artkino	105	Comedrama
Country Doctor (Russ.) (C)	Artkino	113	Drama
Country Parson	Astor	87	Drama
Crime City	Favorite	90	Melodrama
Crimes of Dr. Mabuse (Ger.)	Favorite	77	Melodrama
Cuban Pete (R)	Realart	61	Musical
Cupboard Was Bare, The (Fr.)	Hakim	82	Drama
Curtain Up (Brit.)	Fine Arts	90	Comedy
Damned, The (Fr.)	Discina	84	Drama
Dance Hall Girls (Brit.)	Real	72	Drama
Dark Man, The (Br.)	Fine Arts	90	Melodrama
Dark Streets of Cairo (R)	Realart	59	Drama
Darling of the World (Ger.)	Casino	98	Drama
Daughter of the Sands (Fr.)	Discina	74	Drama
Dead of Night (Br.)	Allied	76	Drama
Dead Woman's Kiss (Ital.)	Casolaro	90	Drama
Dear Mr. Prohack (Brit.)	I.R.O.	91	Comedy
Deeds (Fr.)	Meadow	94	Drama
Der Fidele Bauer (Ger.)	Casino	102	Operetta
Desert Gold (R)	Favorite	61	Western
Desert Victory (Br.) (R)	Film Renters	61	Docu'try
Devil's Plot (Brit.)	Bregstein	90	Melodrama
Diamond City (Br.)	Zenith	75	Drama
Difficult Years (Ital.)	Lopert	90	Drama
Docks of New York (R)	Savoy	62	Comedy
Dream Ballerina (Fr.)	A.F.E.	87	Ballet
Drift Fence (R)	Favorite	58	Western
Eagle, The (R)	Hoffberg	75	Drama
Eagle With Two Heads (Fr.)	Meadow	91	Drama
East Side Kids (R)	Savoy	62	Comedy
Eat 'Em Alive	Favorite	59	Adventure
Edward and Caroline (Fr.)	Commercial	90	Comedy
Emperor's Nightingale, The (C) (Czech.)	Manor	70	Fantasy
Eroica (Aust.)	Academy	90	Musidrama
Eternal Return (Fr.)	Discina	100	Drama
Facts of Love (Br.)	Oxford	51	Comedy
Fall Guys	Ellis	83	Docu'try
Fall of the House of Usher (Br.)	Ellis	73	Drama
Fame and the Devil (Ital.)	Realart	80	Drama
Fanfan the Tulip (Fr.)	Lopert	96	Comedy
Father's Dilemma (Ital.)	Davis	81	Comedy
Fear and Desire	Burstyn	68	Drama
Females at Play (Swed.)	Davis	80	Comedy
Fighting Dorsey	Favorite	91	Musical
Fighting Phantom (R)	Favorite	62	Western
Fighting Rats of Tobruk	Brill	80	Drama
Film Without a Name (Ger.)	Oxford	80	Drama
Flowers of St. Francis (Ital.)	Burstyn	90	Drama
Flying Hellics (Br.) (R)	Film Renters	40	Docu'try
Flying Saucer (R)	Realart	69	Drama
Flying Wild (R)	Savoy	64	Comedy
Forbidden Games (Fr.)	Times	87	Drama
Fortunio River	Favorite	86	Western
Formosa (Chinese)	Hoffberg	80	Docu'try
Four Faces West	Favorite	90	Drama
Four Madams (Fr.)	Brill	81	Comedy
Four Sided Triangle (Brit.)	Astor	83	Comedy
Francis, the First (Fr.)	Meadow	81	Comedy
Eric Frac (Fr.)	Oxford	92	Comedy
Frightened Bride (Brit.)	Beverly	75	Melodrama
Girl in a Million, A (Br.)	Oxford	77	Comedy
Golem, The (Fr.)	Excelsior	85	Drama
Grand Concert (Russ.)	Artkino	101	Ballet
Great John L., The (R)	Astor	96	Drama
Great Mr. Handel (C) (Br.)	I.R.O.	103	Musical
Great Expectations (Br.)	Allied	118	Drama
Green for Danger (Br.)	Allied	93	Drama
Gun Moll (R)	Astor	70	Melodrama
Hangman's Holiday (Br.)	I.R.O.	81	Drama
Hans Christian Andersen (Br.)	Hoffberg	82	Fantasy
Happiest Days of Your Life (Br.)	Pacemaker	81	Comedy
Headline (Br.)	English	76	Melodrama
Heart and Soul (Ital.)	Crest	90	Drama
Heart of a Nation (Fr.)	A.F.E.	95	Drama
Heavenly Waltz (Ger.)	Casino	93	Musical
Hell Breaks Loose	Favorite	85	Comedy
Hell Is Sold Out (Br.)	Realart	75	Drama
Hello, Elephant! (Ital.)	Davis	85	Comedy
Hell's Gateway (Canadian)	Bell	73	Drama
Hideout for Love (Fr.)	Lopert	80	Comedy
High Tension (Br.)	Pacemaker	90	Melodrama
H.M.S. Pinafore	Hoffberg	70	Musical
History of Mr. Polly (Brit.)	I.R.O.	94	Comedy
Horror Maniacs	Hoffberg	70	Horror
House of 1000 Women (Brit.)	Academy	83	Drama
Hue and Cry (Br.)	Fine Arts	82	Comedy
Hundred Hour Hunt (Brit.)	Greshler	84	Drama
I Know Where I'm Going (Br.)	Allied	91	Drama
Il Trovatore (Ital.)	Globe	100	Opera
In Society (R)	Realart	83	Comedy
In the Circus Arena (Russ.) (C)	Artkino	120	Circus
Inheritance, The (Br.)	Fine Arts	85	Drama
Interlude (Swed.) (Bi-Lin)	Globe	100	Drama
Intigue (R)	Favorite	76	Drama
It Happened in Europe (Hung.)	Lopert	95	Drama
Jacqueline Misbehaves (Br.)	Ellis	60	Comedy
Jealous Husband (Ital.)	Crest	86	Comedy
Jenny Lamour (Fr.)	Meadow	101	Drama
Johnny Comes Marching Home (R)	Realart	74	Musical
Journey Together (Br.)	Film Renters	80	Melodrama
Julius Caesar	Brandon	80	Drama
Justice Is Done (Fr.)	Burstyn	95	Drama
King's Jester, The (Ital.)	Scalera	85	Musidrama
Kingsa, Man of Africa (Br.) (C)	I.R.O.	81	Drama
La Ronde (Fr.)	Commercial	90	Comedy
La Vie De Boheme (Fr.)	Scalera	90	Musidrama
Lady Paname (Fr.)	Discina	97	Musical
Last Laugh, The (Ger.)	Famous	80	Drama
Laugh Pagliacci (Ital.)	Continental	83	Musical
Leonardo da Vinci (C)	Manor	67	Drama
Les Miserables (Ital.) (Eng. Dial.)	I.F.E.	122	Drama
Let's Get Tough (R)	Savoy	62	Comedy
Let's Make Music (Ger.)	Casino	93	Musical
Life Begins Tomorrow (Fr.)	Mayer-Kingsley	80	Drama
Life Dances On (Fr.)	A.F.E.	81	Drama
Life in Her Hands (Brit.)	Manor	76	Drama
Life in Venice (Ger.)	Casino	93	Musical
Life of Ferdinand Raimund (Ger.)	Casino	100	Musical

PRODUCT DIGEST SECTION, AUGUST 29, 1953

## OTHER PICTURES IN RELEASE (continued)

Title	Distributor	Running Time	Type
Little Fugitive	Burstin	75	Drama
Little World of Don Camilla (Fr.)	I.F.E.	103	Comedy
Love Island	Astor	73	Adventure
Lover Come Back (R.)	Realt	90	Comedy
Lovers, The (Ital.)	Scalera	85	Musidrama
Loves of Don Juan, The (Ital.)	Scalera	92	Musidrama
Lower Depths, The (Fr.)	Globe	95	Drama
Lucia Di Lammermoor (Ital.)	Capaloro	107	Opera
Lucresia Borgia (Fr.)	Meadow	88	Drama
Mad Lover (R.)	Astor	86	Drama
Madonna of the Seven Moons (Br.)	Allied	88	Drama
Magic Box (C) (Brit.)	Mayer-Kingsley	103	Drama
Magic Sword (Yugo.)	Ellis	95	Fantasy
Ma Pomme (Fr.)	Discina	72	Comedy
Male Brute (Fr.)	Burstin	112	Drama
Mamma (Ital.)	Continental	84	Musical
Man Killer	Favorite	96	Drama
Man of Evil (Brit.) (R.)	Bell	96	Drama
Man of the Forest (R.)	Favorite	67	Western
Man of Music (Russ.) (C)	Artkino	101	Drama
Man With the Grey Glove, The (Ital.)	I.F.E.	102	Melodrama
Man Who Murdered Himself	Favorite	83	Drama
Maniacs on Wheels (Br.)	I.R.O.	70	Drama
Manon (Fr.)	Discina	91	Drama
Marika (Ger.) (C)	Baker-Brill	90	Drama
Marriage in the Shadows (Ger.)	Globe	100	Drama
Marriage of Figaro (Ger.)	Artkino	106	Opera
Marry Me (Br.)	Ellis	83	Comedrama
Massacre Hill (Br.)	I.R.O.	72	Drama
Mikado, The (C)	Allied	89	Musical
Mill on the Po (Ital.)	I.F.E.	92	Drama
Minna, the Curious Bride (Fr.)	Commercial	90	Comedy
Miquette (Fr.)	Discina	83	Comedy
Miracle in Milan (Ital.)	Burstin	105	Comedy
Miss Italia (Ital.)	I.F.E.	89	Comedy
Miss Robin Hood (Br.)	Union	75	Comedy
Mlle. Desiree (Fr.) (R.)	Continental	73	Drama
Models, Inc.	Mutual	73	Drama
Monsieur Vincent (Fr.)	Lopert	102	Drama
Montmartre (Fr.)	Davis	65	Docu'try
Murder Will Out (Br.)	Kramer-Hyams	80	Melodrama
Musorgsky (Russ.) (C)	Artkino	116	Musidrama
My Death Is a Mockery (Brit.)	Realt	67	Drama
My Hands Are Clay (Br.)	Hoffberg	61	Drama
Naughty Marine (Fr.)	Globe	90	Comedy
Naughty Widow, The (R.)	Astor	100	Drama
New China (Russ.) (C)	Artkino	100	Docu'try
Next of Kin (R) (Br.)	Film Renters	90	Docu'try
Night Is My Kingdom (Fr.)	Davis	109	Drama
Noah's Ark	Nayack	90	Comedy
Northwest Stampede (C)	Favorite	76	Western
Notorious Gentleman (Br.)	Allied	108	Drama
O Sole Mio (Ital.)	Continental	90	Musidrama
O.K. Nero (Ital.) (Eng. Dial.)	I.F.E.	88	Comedy
Odd Man Out (Br.)	Allied	115	Drama
On Approval (Br.)	Film Renters	80	Comedy
Open City (Ital.)	Burstin	103	Drama
Original Sin (Ger.)	Baker-Brill	80	Musical
Orpheus (Fr.)	Discina	94	Fantasy
Our Friends Are Coming (Ital.)	Continental	116	Comedy
Outcry (Ital.)	Crest	93	Drama
Palsan (Ital.)	Burstin	115	Drama
Paris Express, The (Br.) (C)	MacDonald	83	Melodrama

Title	Distributor	Running Time	Type
Strange Witness (Ital.)	Continental	82	Drama
Strange Woman (R.)	Astor	100	Drama
Strangers Marry	Hoffberg	70	Horror
Stars of Ukraine (C) (Russ.)	Artkino	126	Concert
Streets of Sorrow (Ital.)	Favorite	79	Drama
Strollers, The (Fr.)	Discina	93	Comedy
Stronghold of the Wild (So. Afr.)	Baker-Brill	60	Adventure
Swiss Miss	Favorite	73	Drama
Tabu	Manor	83	Docu'try
Taras Shevchenko (Russ.)	Artkino	103	Drama
Tears of Blood (Ital.)	Crest	90	Drama
Tenderfoot Goes West, A (R)	Hoffberg	65	Western
Terror House (Br.)	Ellis	78	Drama
That Gang of Mine (R)	Savoy	62	Comedy
Thief in Silk	Astor	85	Adventure
Third Time Lucky (Br.)	I. R. O.	87	Drama
This Happy Breed (C) (Br.)	Allied	110	Drama
This Wine of Love (Ital.)	Casolaro	83	Opera
Three Girls From Rome (Ital.) (Eng. Dial.)	I.F.E.	85	Drama
Tiger Island (R.)	Realt	72	Drama
Time Gentlemen Please (Brit.)	Mayer-Kingsley	60	Docu'try
Time in the San (Mex.)	Brandon	60	Docu'try
Times Gone By (Ital.)	I.F.E.	106	Comedrama
Tomorrow Is Too Late (Ital.)	Burstin	103	Drama
Tonight at 8:30 (Br.) (C)	Continental	81	Comedy
Tony Draws a Horse (Br.)	Fine Arts	67	Comedy
Topaze (Fr.)	Burstin	90	Comedrama
Torment (Sved.)	Oxford	88	Drama
Totism of Events (Br.)	Fine Arts	67	Drama
True Glory	Film Renters	80	Docu'try
Twilight (Fr.)	A. F. E.	89	Drama
Two Cents Worth of Hope (Ital.)	Times	107	Comedy
Two Madonnas, The (Ital.)	Casolaro	89	Musidrama
Two Orphans (Ital.)	Globe	95	Drama
Under the Olive Tree (Ital.)	I.F.E.	107	Drama
Under the Paris Sky (Fr.)	Discina	97	Drama
Undersea Raider (Brit.)	Manor	76	Drama
Unknown, The (Ital.)	Crest	90	Adventure
Vienna Melodies (German)	Casino	91	Musical
Voice in Your Heart, A (Ital.)	Scalera	98	Musidrama
Warning to Wantons (Br.)	I. R. O.	105	Drama
Waterfront Women (Br.)	Bell	75	Drama
When the West Was Young (R)	Favorite	53	Western
Where Is Zaza? (Ital.)	Casolaro	94	Musidrama
Wherever She Goes (Brit.)	Mayer-Kingsley	80	Drama
White Corridors (Brit.)	Fine Arts	89	Drama
White Line, The (Ital.)	I.F.E.	87	Drama
Wicked Lady, The (Br.)	Allied	98	Drama
Wide Boy (Br.)	Realt	66	Drama
Winning the West (R)	Favorite	73	Western
Without Pity (Ital.)	I.F.E.	90	Drama
Woman Hater (Br.)	Bell	69	Comedy
Woman of Delwyn (Br.)	Lopert	94	Drama
Women of Paris	Favorite	112	Drama
Women Without Names (Ital.)	Lopert	90	Drama
Wonderful Times (Ger.)	Academy	90	Comedy
You Will Remember (Br.)	English	90	Musidrama
Young and the Darned, The (Mex.)	Mayer-Kingsley	82	Drama
Young Caruso (Ital.) (Eng. Dial.)	I.F.E.	77	Drama
Young Chopin (Russ.)	Artkino	99	Musical
Young Scarface (Br.)	M.K.D.	89	Melodrama

# FILM BUYERS RATING

Film buyers of independent circuits in the U.S. rate current product on the basis of its performance in their theatres. This reports cover 126 attractions, 5,708 playdates.

Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (\*) indicates attractions which are listed for the last time.

EX means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

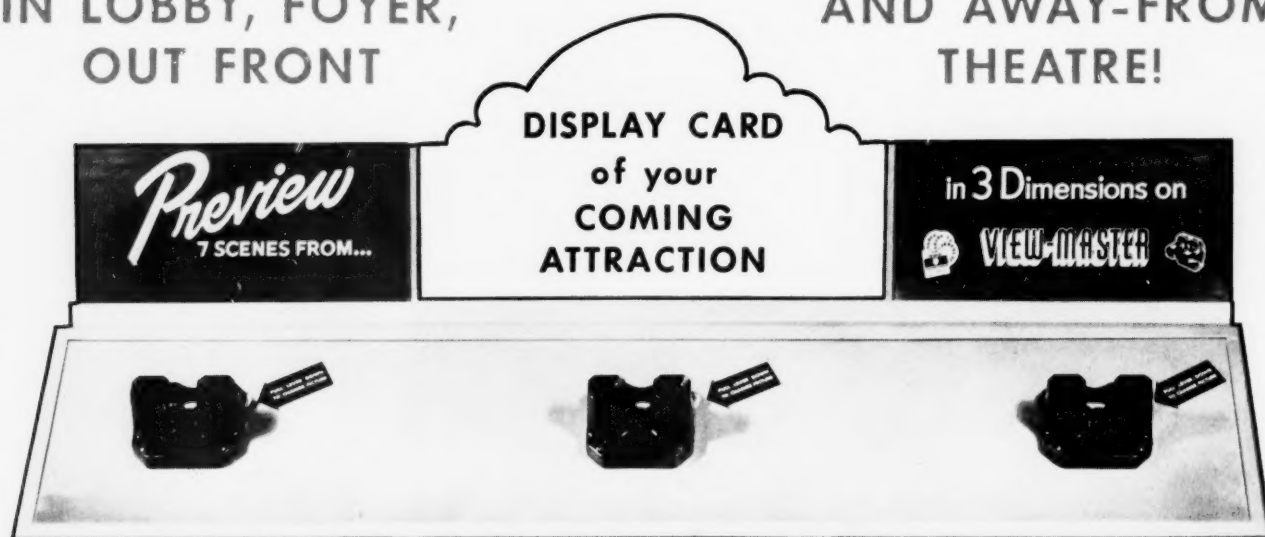
	EX	AA	AV	BA	PR
Abbott and Costello Go to Mars (Univ.)	-	9	31	30	3
All Ashore (Col.)	1	9	27	21	3
All I Desire (Univ.)	-	1	6	11	1
Ambush at Tomahawk Gap (Col.)	-	3	7	9	-
Arena (3-D) (MGM)	-	4	2	13	2
Battle Circus (MGM)	-	13	65	28	11
Beast from 20,000 Fathoms, The (WB)	6	23	14	8	5
Blue Gardenia, The (WB)	-	5	8	23	5
Bwana Devil (3-D) (UA)	18	15	4	5	1
By the Light of the Silvery Moon (WB)	3	32	52	17	4
Call Me Madam (20th-Fox)	3	24	36	42	24
Charge at Feather River, The (3-D) (WB)	8	4	3	2	-
†City of Bad Men (20th-Fox)	-	3	19	2	-
City Beneath the Sea (Univ.)	2	1	17	21	9
Code Two (MGM)	-	5	10	-	1
Column South (Univ.)	-	4	11	16	1
Come Back, Little Sheba (Para.)	13	42	24	9	1
Confidentially Connie (MGM)	-	1	19	24	12
Count the Hours (RKO)	-	-	4	1	7
Cow Country (AA)	-	2	2	2	1
Cry of the Hunted (MGM)	-	-	9	6	-
Dangerous When Wet (MGM)	4	31	19	-	-
Desert Legion (Univ.)	-	7	22	35	1
Desert Rats, The (20th-Fox)	-	5	12	21	1
Desert Song, The (WB)	-	1	33	19	1
Destination Gobi (20th-Fox)	-	5	31	42	6
Down Among the Sheltering Palms (20th-Fox)	-	1	27	22	5
Dream Wife (MGM)	-	6	11	10	3
Fair Wind to Java (Rep.)	-	1	8	13	7
Farmer Takes a Wife (20th-Fox)	-	16	10	4	-
Fast Company (MGM)	-	-	7	6	2
Fort Ti (3-D) (Col.)	12	14	7	3	-
Fort Vengeance (AA)	-	-	2	5	4
Francis Covers the Big Town (Univ.)	3	25	7	3	-
†Gentlemen Prefer Blondes (20th-Fox)	17	1	-	-	-
Girl Next Door, The (20th-Fox)	4	6	13	7	-
Girl Who Had Everything (MGM)	-	6	19	12	1
*Girls in the Night (Univ.)	1	10	14	-	3
Girls of Pleasure Island (Para.)	2	11	29	13	1
Glass Wall, The (Col.)	-	2	1	3	2
Glory Brigade, The (20th-Fox)	-	1	3	3	1
Great Sioux Uprising, The (Univ.)	1	3	8	2	-
Gunsmoke (Univ.)	2	21	31	24	1
Hans Christian Andersen (RKO)	22	27	5	1	1
Hitch-Hiker, The (RKO)	-	7	10	5	-
Houdini (Para.)	-	5	4	-	-
House of Wax (3-D) (WB)	51	20	4	3	1
*I Confess (WB)	-	9	17	30	12
I Love Melvin (MGM)	-	7	44	41	14
Invaders from Mars (20th-Fox)	-	9	9	16	8
It Came from Outer Space (3-D) (Univ.)	2	3	1	3	3
It Happens Every Thursday (Univ.)	-	2	13	18	2
*Ivanhoe (MGM)	28	46	35	19	3
Jack McCall, Desperado (Col.)	-	-	17	10	5
Jalopy (AA)	2	8	8	-	4
Jamaica Run (Para.)	-	1	11	13	1
Jeopardy (MGM)	10	23	14	20	8
*Kansas Pacific (AA)	-	-	3	13	6
Lady Wants Mink (Rep.)	-	-	3	6	7
*Last of the Comanches (Col.)	-	1	16	35	5
Law and Order (Univ.)	-	5	22	28	-
Let's Do It Again (Col.)	-	4	7	8	-
†Lili (MGM)	2	4	2	-	-
Lone Hand (Univ.)	-	10	31	14	-
Ma and Pa Kettle on Vacation (Univ.)	47	32	28	20	-
*Magnetic Monster, The (UA)	-	-	1	5	2
Main Street to Broadway (MGM)	-	1	-	3	5
†Man from the Alamo (Univ.)	-	3	4	1	-
Man in the Dark (3-D) (Col.)	4	15	7	5	2
Man on a Tightrope (20th-Fox)	-	-	5	14	4
†Maze, The (3-D) (AA)	1	2	2	8	1
Member of the Wedding (Col.)	3	1	6	2	4
Moulin Rouge (UA)	15	31	9	16	4
*Naked Spur, The (MGM)	8	57	54	10	4
Never Let Me Go (MGM)	-	5	40	41	3
Off Limits (Para.)	2	17	38	23	-
Peter Pan (RKO)	41	18	3	2	-
Pickup on South Street (20th-Fox)	10	40	12	5	4
Pony Express (Para.)	-	25	26	8	1
Powder River (20th-Fox)	-	5	16	23	-
President's Lady, The (20th-Fox)	11	20	44	20	13
Prince of Pirates (Col.)	-	-	4	6	-
Queen Is Crowned, A (Univ.)	3	8	1	3	4
Raiders of the Seven Seas (UA)	-	1	1	8	2
Remains to Be Seen (MGM)	-	9	25	7	1
Ride Vaquero (MGM)	1	6	11	3	-
Roar of the Crowd (AA)	-	3	2	-	-
*Rogue's March (MGM)	-	-	9	11	5
Salome (Col.)	9	34	11	1	-
San Antonio (Rep.)	-	-	6	5	4
Sangaree (3-D) (Para.)	3	8	2	1	-
Savage Mutiny (Col.)	-	-	3	5	-
Scandal at Scourie (MGM)	-	5	7	12	4
Scared Stiff (Para.)	20	31	4	3	-
†Second Chance (3-D) (RKO)	2	1	2	-	-
Seminole (Univ.)	-	22	26	17	3
Serpent of the Nile (Col.)	-	-	2	11	1
Shane (Para.)	7	1	-	1	-
She's Back on Broadway (WB)	1	11	31	40	10
Silver Whip (20th-Fox)	-	1	26	16	5
Siren of Bagdad (Col.)	-	-	2	5	1
†Slight Case of Larceny, A (MGM)	-	-	1	6	-
Small Town Girl (MGM)	-	10	30	52	3
Snows of Kilimanjaro (20th-Fox)	28	55	15	1	1
Sombrero (MGM)	1	4	16	46	3
South Sea Woman (WB)	-	6	22	8	-
Split Second (RKO)	-	1	18	15	2
†Stalag 17 (Para.)	2	4	3	-	-
Star, The (20th-Fox)	-	-	17	17	27
Stars Are Singing, The (Para.)	-	4	25	27	13
Stooge, The (Para.)	31	44	37	8	1
Story of Three Loves, The (MGM)	-	4	4	2	3
Sun Shines Bright, The (Rep.)	-	-	-	3	5
Take Me to Town (Univ.)	-	8	15	9	1
Tall Texan, The (Lippert)	5	2	3	3	1
Tarzan and the She-Devil (RKO)	-	3	1	2	1
Taxi (20th-Fox)	-	4	12	18	16
†Thunder Bay (Univ.)	-	1	2	6	-
Titanic (20th-Fox)	2	37	32	10	2
Tonight We Sing (20th-Fox)	-	8	2	5	9
*Treasure of the Golden Condor (20th-Fox)	-	7	42	42	6
Trouble Along the Way (WB)	2	10	25	56	11
Vanquished, The (Para.)	-	-	14	7	4
White Witch Doctor (20th-Fox)	11	24	7	1	-
Woman They Almost Lynched (Rep.)	8	10	14	4	1
Young Bess (MGM)	1	14	22	17	3



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